AUGUST 9, 1948 PRICE 25 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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CHICAGO, ILLINOIS
DEPT. 1

Another 50,000 people said *HELLO!*

BEDFORD'S Limestone Centennial was a big Indiana occasion. So big, in fact, that the WLS National Barn Dance was invited to broadcast the entire 4-hour Saturday night program right from Bedford's public square. Lawrence County has a population of less than 35,000—yet, according to state and local police, approximately 50,000 people jammed the streets of Bedford to hear and watch their favorite WLS entertainers. This friendliness . . . this neighborliness . . . this listener loyalty to WLS prevails throughout the Midwest—and on listener loyalty depends advertising RESULTS.

A Clear Channel Station

WLS The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

Buy the large ECONOMY size!

It's a simple matter of arithmetic...WHAS gives you more for your money

You spend hard cold cash to put your sales message on the air. That money should be spent with the station that gives you the most per dollar—most listeners, most buying income and most in sales returns.

We invite you to compare stations in Louisville — compare their rates, and compare the markets they serve. If you do, you'll find that only WHAS gives you complete coverage in the important Louisville market *plus* primary coverage throughout the rest of the Kentucky and Southern Indiana market reached by its 50,000 watt, 1-A clear channel signal.

Compare, and you'll buy the large *economy* size.

WHAS
Louisville, Kentucky

Reaching MORE for LESS

Buying income reached per $1 spent for radio time (based on 1-minute daytime announcement)

WHAS . . $130,968,666
STATION B $55,682,200

Ask Petry for PROOF

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

Victor A. Sholis, Director —— *J. Mac Wynn, Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

*The Kentuckiana Market is that market within the WHAS .5mv/m contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Copr. 1948); further reproduction not licensed.

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AUG 10 1948
DETROIT

Your message is

....HOME DELIVERED

THROUGHOUT NEW ENGLAND

via

THE YANKEE NETWORK

Home delivery by home-town stations is the basis of Yankee's local acceptance and impact throughout New England.

With Yankee — and with no other New England regional network — you can get local delivery in 23 principal markets in six states.

Every Yankee home-town station is a locally successful station solidly identified with local enterprise and of proven effectiveness as an advertising medium for local merchants.

Close to 90% of New England's radio homes are within the service areas of Yankee's 23 stations. This coverage from a local source reaches more homes more effectively, both city and suburban, throughout the six-state market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

THAT PROJECT for separation of FCC into autonomous divisions, considered last year by FCC, is being dusted off for another look-see. Strongest force behind plan is Comr. E. M. Webster, just returned from several months of international conferences, whose specialty is safety and special services.

WILL THERE be "ripper bill" at next session if Republicans win? That's burning question in all radio regulatory circles. This seldom-used legislative device (it generally happens only when there's change in administration) involves relatively simple organizational changes, such as increase or reduction in size of present seven-person Commission, which would give Chief Executive opportunity to name entirely new slate.

ELEVATION of Arthur Hull Hayes, general manager of CBS-owned key station WCBS New York, to vice president in charge of San Francisco operations expected shortly. He would become operating head of KQW, in which CBS now owns minority interest but which would become wholly-owned under pending application before FCC.

KMGM Los Angeles FM outlet, is seen as the likely FM transit station for Los Angeles Transit Co., with meetings scheduled this week with Herb Pettey, radio director of Loew's Inc., going to Coast from New York.

ALTHOUGH no confirmation could be obtained from Capitol Records executives, firm is known to be studying possible approach to television via library method already being used in transcription field.

FOR NEXT three weeks Charles R. Denny

(*Continued on page 98*)

Upcoming

Aug. 9-10: NAB Districts 7-8 meeting, French Lick Springs Hotel, French Lick, Ind.

Aug. 12-13: NAB District 9 meeting, Palmer House, Chicago.

(Other Upcomings on page 77)

Bulletins

GEORGE L. HARRISON, board chairman of N. Y. Life Insurance Co., elected to RCA board Friday, replacing Bertram Cutler, retired. Mr. Harrison also elected to RCA Communications Inc., and NBC boards.

WARWICK & LEGLER, New York, agency for Farnsworth Television and Radio Corp., said Friday *Metropolitan Auditions of the Air* definitely to be aired next season despite cancellation of plans by Metropolitan Opera Assn. (See story page 30.) Agency said show may be expanded and possibly televised. AM show to start Sunday, Oct. 17, on ABC, 4:30-5 p.m.

PACKAGE FIRM REVIVED

WILLIAM von ZEHLE, head of New York agency bearing his name, revived Packaged Shows Inc., radio producing company, to prepare shows both for his clients and open market. Firm, organized in Hollywood before war, was shelved when Mr. von Zehle opened agency in 1944.

Business Briefly

FOOTBALL FOR CHEVVY ● Local Chevrolet Dealers Assn., New York, in addition to sponsoring New York Yankee games this season, will back first football game of season to be played Aug. 12 between New York Yankees and Buffalo Bills of All-America Conference. Charity game will be televised on WABD, New York DuMont station, beginning 9 p.m. with Bill Slater as sportscaster and Mel Allen at the half-time as m.c. Proceeds go to Boys Club of Newark. Agency, Campbell-Ewald, N. Y.

COLE SPONSORS ● H. C. Cole Milling Co., Chester, Ill. sponsors *Ernie Lee's Omega Show* for second consecutive year over MBS on 65 Southern stations starting Sept. 26. Originating in Cincinnati, show is aired Sunday, 2-2:30 p.m. (CST). Agency, Gardner Advertising, St. Louis.

REVERE EXPANDING ● Revere Camera Co., Chicago, to expand *The All Star Revue* effective Aug. 12 to 9:55 p.m. Thursday on MBS. Currently heard 9:30-9:45 p.m. Agency, Roche, Williams & Cleary, Chicago.

LORILLARD PLANS RADIO FOR 'EMBASSY'

P. LORILLARD & Co., to introduce new king-size cigarette, Embassy, next week in New York market with extensive use of radio, newspapers, and car cards. Spot radio campaign on seven New York stations with 152 spots a week on: WNBC WCBS WJZ WOR WHN WINS and WNEW. Transcribed spots feature endorsements of radio and sports commentators: Fulton Lewis jr., Ted Husing, Bob Trout, Robert St. John, Harry Wismer. Geyer Newell & Ganger, New York is agency.

Port Huron Axe Nicked by House Committee

BROADCASTERS' fears of punitive action as result of political broadcasts were substantially allayed last Friday when FCC Chairman Wayne Coy concurred in Congressional Committee view that Port Huron decision was not intended as rule or regulation and common sense processing of material would provide safety. Fairness will be yardstick.

Relief for perplexed broadcasters came in second day of Port Huron hearings by House Select Committee investigating FCC, in wake of suggestion by Joseph H. Ream, CBS executive vice president, for return to status quo enjoyed before FCC issuance of final decision in WHLS Port Huron renewal case (early story pg. 23).

Chairman Forest Harness (R-Ind.) of Select Committee announced after executive session and open hearing that Mr. Coy "specifically agreed with me and the committee that for the time being, at least until the matter is settled, the honest and conscientious broadcaster who uses common sense in trying to prevent obscene, slanderous or libelous statements from going over the air need not fear any capricious action."

Don Petty, NAB general counsel, said afterward he felt stations could use Harness statement as guide in handling political broadcasts until Congress or courts take further action. But as in past, he suggested all stations facing political-broadcast problem should consult competent legal counsel to help them determine whether material is defamatory or not.

Mr. Ream said his network opposed giving broadcasters immunity from libel or slander suits, because it would be "against the public interest to make it easy to broadcast defamation."

CBS official felt "a return to the status quo before the Commission issued its Port Huron decision would take care of us at least in the immediate future."

Chairman Harness advised Mr. Ream that this was precise reason Chairman Coy had been recalled.

Before opening afternoon session Chairman Harness and other members of his committee met with Mr. Coy, Benedict P. Cottone, FCC general counsel, and Richard Solo-man, chief of Litigation Section, to map out interim relief program for broadcasters.

In open hearing following executive conference Chairman Coy replied "I think that's right," when Congressman Harness asked if he felt any broadcasters using sound and honest judgement need not fear revocation of license.

"I don't want anything construed to mean the broadcaster has a right to censor material." He indicated he had no objection if broad

(*Continued on page 98*)

Three Beauties of the Deep South

1. "BEAUVOIR", historic residence of the Confederacy's only president, Jefferson Davis. A beautifully preserved ante-bellum home on the Mississippi Gulf Coast.

2. BILOXI FISHERIES on the Gulf of Mexico — largest shippers of shrimp and oysters in the world. Seafood is another industry that puts WWL-land ahead of national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

SELLING A COLD REMEDY?

☆ More than one million three hundred thousand listeners can hear WFBM with their ears stopped up! (That's our half-millivolt coverage.)

When watery eyes can't read fine print, WFBM announcers can pour your sales message into 400,000 loud speakers—in bell-shaped tones.

More than 600 drug stores within the range of WFBM's transmitter provide easy access to your radio-advertised product.

WFBM merchandising service helps with point-of-sale displays and personal contact with the man-behind-the-counter.

Build *profits* that aren't to be sneezed at! Take advantage of WFBM's listener loyalty, convincing oral delivery, consistent circulation, and sales-aids where they count most.

WFBM is "First in Indiana" *any way you look at it!*

WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint*—WOOD *Grand Rapids*—WEOA *Evansville*

BROADCASTING
TELECASTING

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First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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James Montagnes.

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* Reg. U. S. Pat. Office

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NEW PROOF THAT KPRC IS FIRST IN THE SOUTH'S FIRST MARKET!

THIS letter to Ed Petry answers questions that time-buyers and radio people are asking about 1948 listening audiences. In Houston, the answer is that KPRC continues conclusively FIRST. FIRST by yardsticks that count: audience rating . . . network affiliations . . . local programs. The facts speak for themselves. Put your client in touch with the biggest audience in Houston and the Gulfcoast area, today! Call Petry or write us for availabilities.

KPRC

Owned and operated by THE HOUSTON POST
HOUSTON 2, TEXAS

W. P. HOBBY, President
OVETA CULP HOBBY, Executive Vice-President

JACK HARRIS, General Manager

May 1, 1948

Mr. Edward Petry
New York, New York

Dear Ed:

A year ago, time-buyers and radio people were asking themselves what the tremendous influx of new stations would do to the audiences of existing stations. Here in Houston we now have an excellent case history:

The February-March 1947 Hooper Station Listening Index listed four Houston stations. The February-March 1948 Index lists seven Houston stations. A year ago, KPRC was first in Total Rated Time Periods with 33.8. This year KPRC still is first with 32.3, a net loss of 1.5. How does that compare with the other three stations listed a year ago?

	1947	1948
KPRC	33.8	32.3
Station "B"	26.4	22.0
Station "C"	25.7	20.2
Station "D"	12.4	8.2

And KPRC's small loss is offset by a 1.3 gain in Sets-in-Use. That's pretty impressive, but what follows is outright dramatic. In the time covered above, KPRC has greatly increased its dominant position over its competitors, as these percentages show:

	1947	1948
KPRC over Station "B"	28.03%	46.8%
KPRC over Station "C"	31.5 %	59.9%
KPRC over Station "D"	172.5 %	293.9%

It all adds up to this: the radio audience is doing more "shopping around" these days, but still recognizes the best "buy" in town.

Sincerely,

Jack Harris

JH/mm

Affiliated with: NATIONAL BROADCASTING COMPANY....TEXAS QUALITY NETWORK

ALSO OPERATING KPRC-FM

FIRST IN HOOPER RATING

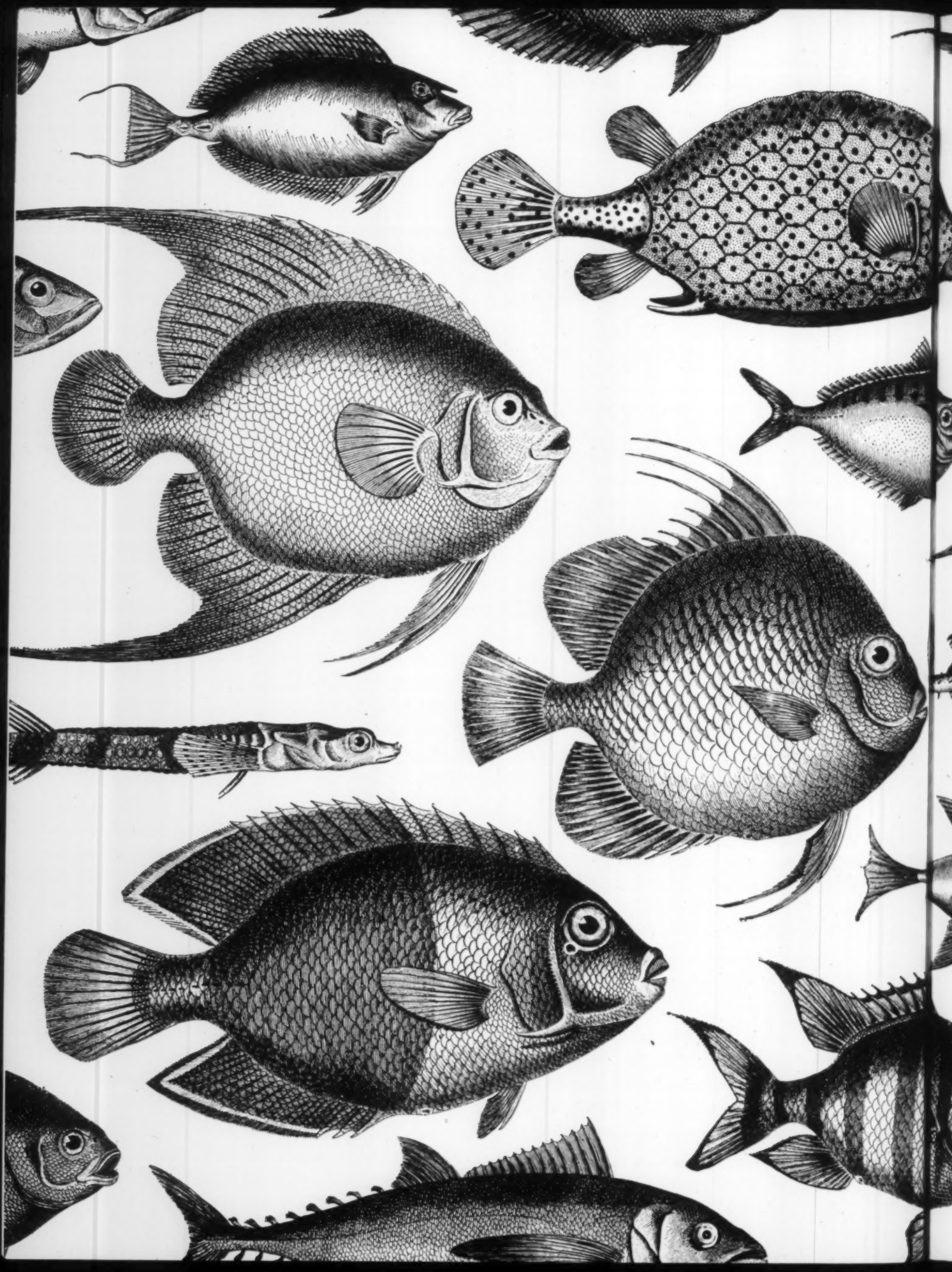
FIRST IN BMB

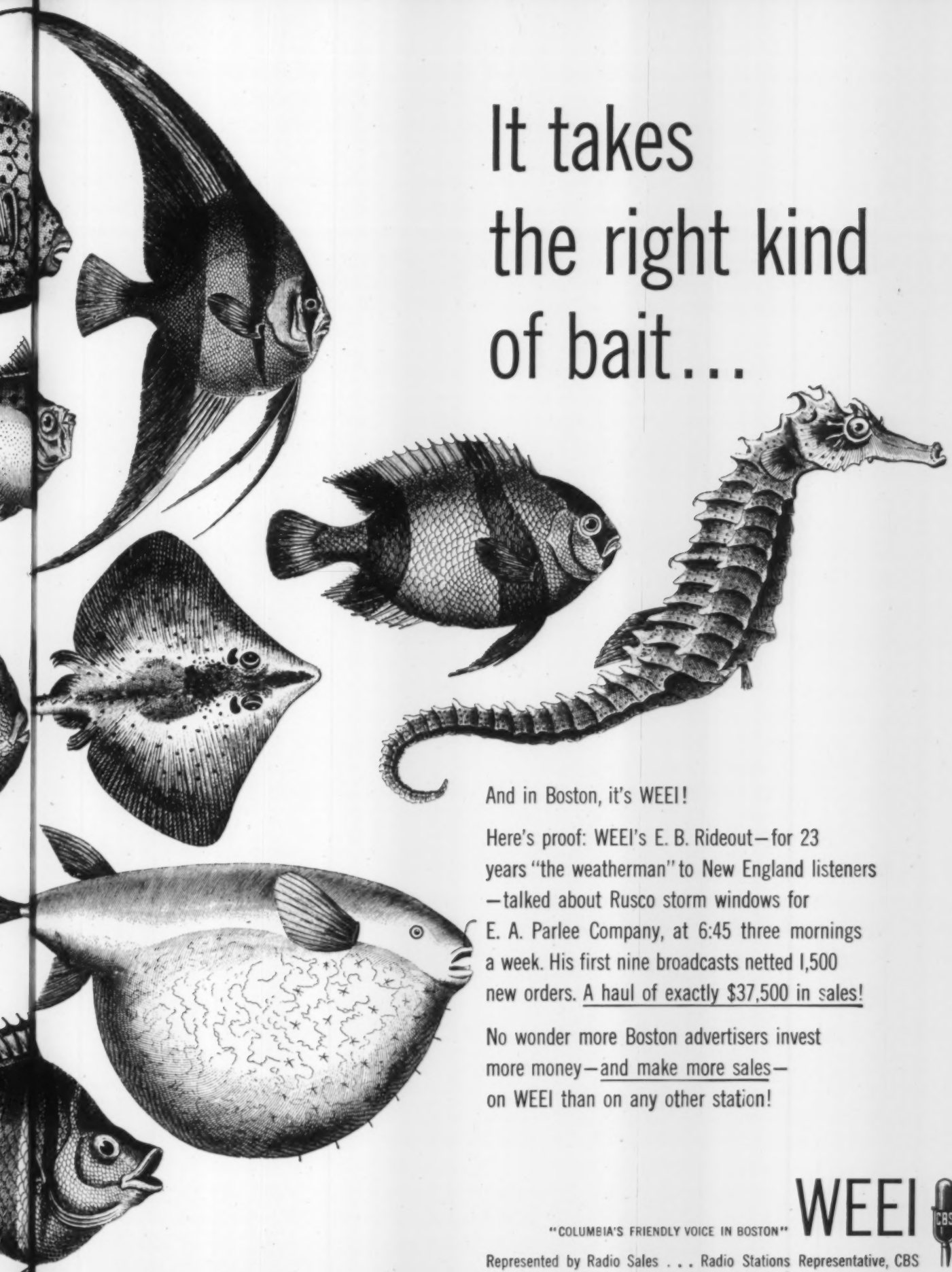
FIRST IN THE SOUTH'S FIRST MARKET

KPRC HOUSTON

950 KILOCYCLES • 5000 WATTS

NATIONAL REPRESENTATIVES: **Edward Petry & Company • Affiliated with NBC and TQN • Jack Harris, Manager**





It takes the right kind of bait...

And in Boston, it's WEEI!

Here's proof: WEEI's E. B. Rideout—for 23 years "the weatherman" to New England listeners—talked about Rusco storm windows for E. A. Parlee Company, at 6:45 three mornings a week. His first nine broadcasts netted 1,500 new orders. A haul of exactly $37,500 in sales!

No wonder more Boston advertisers invest more money—and make more sales—on WEEI than on any other station!

WEEI

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

Represented by Radio Sales . . . Radio Stations Representative, CBS

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

IF you have distribution in Oklahoma you're sure to know something about this market . . . its people . . . its buying power!

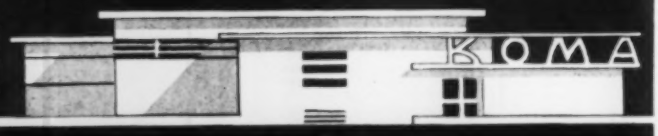
If you aren't buying KOMA to cover this market —then you've more to learn about the listening habits of its people.

KOMA sells merchandise, in quantity, for over seventy aggressive advertisers every day. KOMA can sell your goods or services, too.

Let us, or an Avery-Knodel representative, tell you of some truly remarkable success stories that have radiated from KOMA!

J. J. Bernard,
Manager.

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE



Agencies

WILLIAM R. SETH, former advertising and promotion manager [illegible] NBC Spot Sales Division, named radio director of Kotula [illegible] New York agency.

AUBREY ESCOE resigns as manager of KLIF Dallas, to become [illegible] president and director of radio of Madden-Barrett Inc., Dallas agen[illegible] He helped launch KLIF, and previously was with KAND Corsicana [illegible] KTBC Austin.

RUTH DELAN, former assistant to president of Eversharp Inc., [illegible] director of public relations for Eastman Assoc., joins Flint Adv. Ass[illegible] New York, as director of public relations in charge of television.

WILLIAM WITHERELL, BBDO radio and television copywriter [illegible] past 2½ years, resigned Aug. 6 to become active partner in Video Fil[illegible] Detroit. In addition to his regular BBDO assignments, Mr. Withe[illegible] produced seven comedy films for various conventions, including Americ[illegible] Assn. of Adv. Agencies Convention at Virginia Beach. At Video Fil[illegible] he will be in charge of spot film commercials department.

CHARLES W. MILLER Jr., formerly with productions department [illegible] J. D. Tarcher & Co., and **JAMES A. PANCOAST**, formerly with Foo[illegible] Cone & Belding and prior to that production manager at Chernow Ad[illegible] joins production department of Geyer, Newell & Ganger, New Yo[illegible]

BENNETT, PETESCH & O'CONNOR Inc., new Chicago agency, mov[illegible] from its 333 N. Michigan Ave. offices to 75 E. Wacker Dr. Agency, wh[illegible] expects to bill $750,000 within next year, is planning to use radio f[illegible] following accounts: Cycloid Corp., Zip Pressure Plunger Co., Centu[illegible] Vitreous Enamel Co., Woodburn Manufacturing Co. and Power Tra[illegible] Corp., all Chicago. **A. S. HECHT Jr.**, former account executive w[illegible] Kuttner & Kuttner, Chicago, named merchandising director a[illegible] account executive for new firm. **JEAN GUILD** is handling media a[illegible] fashion advertising.

HOWARD G. BARNES, former producer-director of CBS for ei[illegible] years, joins Dorland Inc., New York, as director of newly-formed ra[illegible] and television department.

HAZELLE BEAVER, fromer script writer and actress at KMYR Denv[illegible] joins Glenn Brill Adv., that city.

FLOYD G. CASKEY, formerly with WWDC Washington, and WG[illegible] Silver Spring, Md., joins Kronstadt Adv., Washington, as account [illegible] ecutive in charge of new business.

JOHN J. TORMEY, formerly with Foote, Cone & Belding, New Yo[illegible] as vice president and account executive, joins Geyer, Newell & Gang[illegible] New York, as account executive.

HARRY J. WENDLAND dissolves Los Angeles agency bearing [illegible] name and joins Edward S. Kellogg Co., that city, as account execut[illegible] **PARK A. WOODS** and **VAL SAMUELSON** also transfer in their [illegible] pacities as account executive and art director, respectively.

DOROTHY HALLER, formerly with commercial writing departm[illegible] of Ruthrauff & Ryan, New York, joins copy staff of Biow Co., New Yo[illegible]

MARY HENRY, formerly with West-Marquis Inc., San Francisco, jo[illegible] Campbell-Ewald Co., that city, as production manager.

JEAN VIOLA of J. Walter Thompson Co., named head of agency's ra[illegible] traffic department, New York office, succeeding **LOUISE SPALDI[illegible]** resigned. Miss Viola will supervise clearing and scheduling of ra[illegible] and television commercials and handling of long term talent contra[illegible]

J. F. OBERWINDER, president, d'Arcy Adv., St. Louis, appointed [illegible] National Distribution Council by Secretary of Commerce Sawyer. Cou[illegible] is to help industry improve its efficiency in distributing goods.

TED BLISS named producer of CBS *Sweeney & March* show for Yo[illegible] & Rubicam, Hollywood.

MORRIS F. SWANEY Adv. announces following new appointme[illegible] To account staffs—**R. L. WALKER Jr.**, former associate member [illegible] William Scott Assoc., to Detroit office; **THOMAS WASON**, former [illegible]

(*Continued on page 82*)

"HERE'S THE PROFITS FROM FIELD 7, LEM!"

MAYBE you think that illustration is a gag. If so, you ought to come out and *see* our hayseeds drag in the dough!

In WDAY's Red River Valley, the *average* family has an Effective Buying Income of $4491 (1947). The average in "booming" California is $3771. In Indiana it's $3699! In the parts of North Dakota *not* served by WDAY, it's $3810!

WDAY is one of the few stations even *heard* throughout the Red River Valley. In Fargo, our share of the audience was 3½ times that of Station B. In our primary *area*, our share of the audience was 5 times that of Fargo Station B. (Conlan, May, 1948). Do you think maybe our story deserves your—er—consideration?

WDAY

FARGO, N. D.

FREE & PETERS, INC. Exclusive National Representatives ● NBC ● 970 KILOCYCLES ● 5000 WATTS

THESE
5 Stations
Build Sales
for You . . .

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

THE FAME of French postcards is soon to be outmoded by the fame of French television, if plans of Radiodiffusion Francaise come true.

According to the French Broadcasting System in North America, the new French television will relay shows at 840 lines as compared to the 525 lines now standard in the U. S. Operations are expected to begin next January from the transmitter on Paris' Eiffel Tower.

French video engineers also are manufacturing a new TV camera tube, which, they claim, is even more sensitive than the image orthicon of the U. S. The tube is said to eliminate many of the blazing lights that make being telecast so uncomfortable.

Although television in France ceased entirely during the war, French technicians worked underground during the Nazi occupation to design and construct new equipment.

By next year the industry expects to have eight studios, two of them outdoor. One has a swimming pool for underwater scenes and reconstruction of naval battles.

French TV mobile unit beside the Eiffel Tower

* * *

Typical TV programs in France are ballet and opera, and even the famous Parisian music hall performances. Currently, there is a series on television showing summer bathers life saving methods and artificial respiration. Automobile enthusiasts get tips via video on how to repair their cars. French viewers are even given English lessons, with good results due to the ability of the learners to see the lip movements of the instructors.

On All Accounts

IT TOOK Roy Willard McLaughlin a long time to make up his mind to desert black-and-white for radio in 1943.

A newspaper had given him his first job when he was 14. Newspaper work had been his livelihood for 34 years. But Roy, former Western national advertising manager for Hearst's Chicago *Herald-Examiner*, and "descendant of Murtaugh, first Christian king of Ireland," went into radio "whole hog" after he had reached middle-age.

His conversion to the medium against which he had competed for nearly 20 years must have been complete, for Roy went to work for NBC's old Blue Network at half the salary paid him by the newspaper. Today — five years later — Roy is none the worse for his decision. He is station manager of WENR Chicago, and Chicago spot sales manager for ABC. During the first half of 1948, WENR billings were 51.1% more than for the same period last year.

ROY

Born over a grocery store on Chicago's near North Side, Roy was only 5 years old when his father was killed in an interurban line accident. When he was 10, and a pupil in Nathaniel Hawthorne Public school, he started selling papers at Grace and Broadway, one of the North Side's busiest intersections.

At 14, instead of looking forward to high school, he was looking for a steady job downtown. He landed in the circulation department of the old Chicago *Examiner*, but found it more edifying to frequent the editorial rooms.

With the help of "the editors" he got a job as a copy boy and during off-hours gradually took the rough edges off of some of his own compositions. Being fond of automobiles, especially those driven by Eddie Rickenbacker, he decided to turn out some sample auto racing columns. One of these early efforts landed on the city desk of the *Kansas City Post* so Roy McLaughlin found it necessary to move to the Missouri metropolis to get his first by-line. Two years later, when the *Chicago Herald* merged with the *Examiner*, Roy was called "home" to become automobile editor of the combined papers.

When the advertising manager of the *Herald-Examiner* learned that young McLaughlin knew countless Chicago businessmen by

(Continued on page 40)

THESE ARE TH
PRODUCTS THAT GRO
A HALF-BILLION INCOM
IN THE LUBBOCK
TRADING ARE
Reach it with . . .
KCBD

POULTRY
Lubbock . . .
number o
dressed poultry mar
of Texas. Annual shipme
of dressed poultry total m
than 3,000,000 pounds.

DAIRY PROD.
Largest but
manufacturi
center in Texas. L
bock 15th in the nati
Five cheese plants manufactu
20% of total cheese output
Texas.

COTTON
Lubbock . . .
third largest
land cotton market
the nation. A $100,00
000 crop produced in 1947.

OIL
5,000 oil wel
producing a
nually $100,000,0
make oil the area's
"cash crop." South Plains ha
greatest known oil reserves
the world.

LIVESTOCK
Over 170,0
head of catt
200,000 sheep and 2
000 hogs marketed a
nually in the KCBD tra
territory.

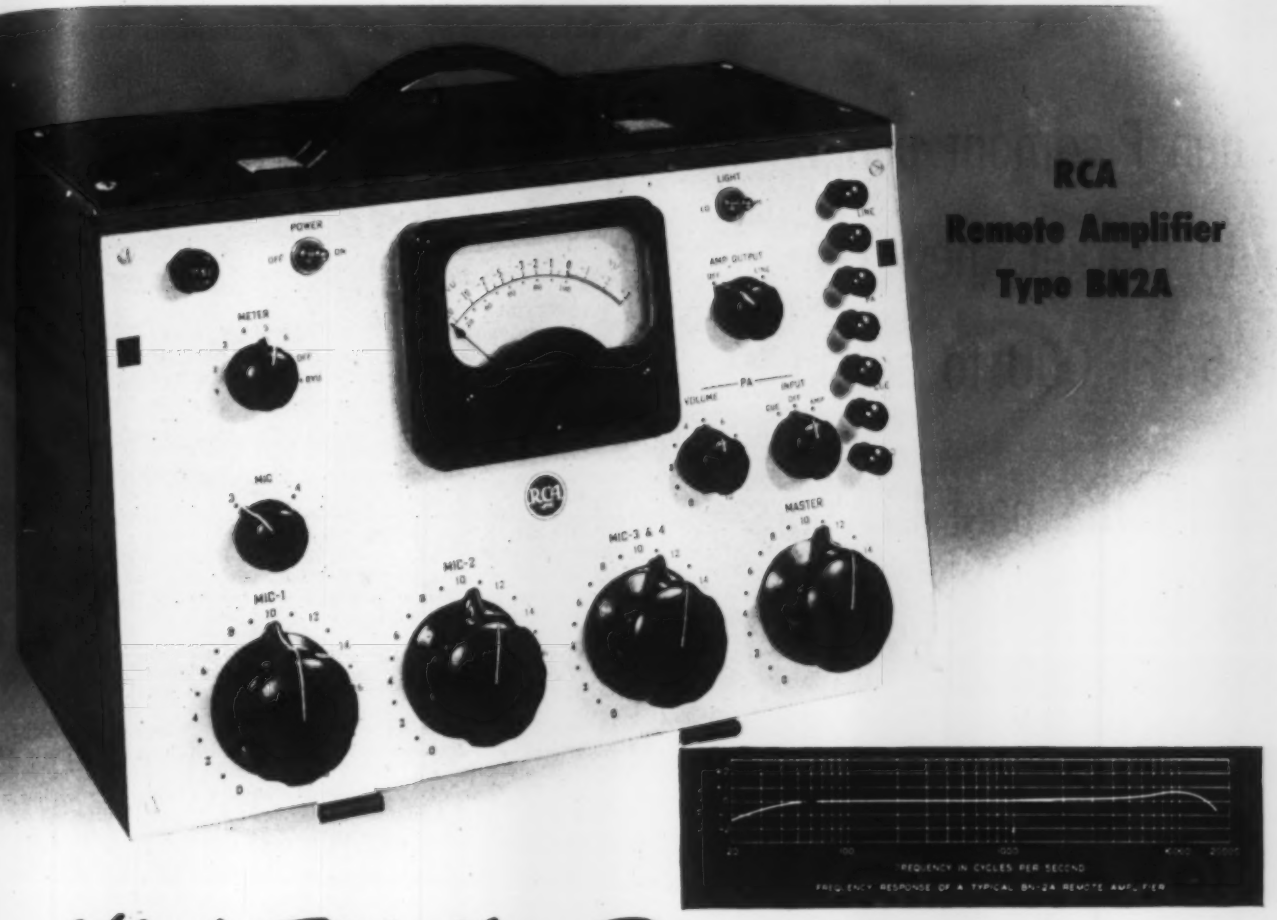
GRAIN
A $30 milli
grain sorghu
crop—over ¼ the na
output. Plus $60 m
lion wheat crop and $10 m
lion in sudan, milo, millet a
other grains.

Within the 30 counties
KCBD's coverage farm, ra
and oil income will top a ha
billion. Per capita retail sal
$662.70*— more than doub
the national average. Popul
tion: 396,000 consumers.

More local merchants
KCBD than use the other t
stations combined.

* *Latest report available: U.
Census Bureau.*

KCBD
1000 WATTS UNLIMITE
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mg
Rep. by JOHN E. PEARSON



High-Fidelity Remotes

–30 to 15,000 cps!

HERE IS ONE of the finest high-quality amplifiers yet designed for remote services. Distortion is less than 1 per cent over the complete frequency range of the instrument. High-level mixing reduces general noise level by at least 15 to 20 db. Stabilized feedback holds program quality steady over a wide range of operating conditions. Each of the three amplifier channels provides an over-all gain of 92.5 db—enough to help high-quality microphones through nearly any situation.

The BN2A is plenty flexible, too. You can feed the program to the output channel and the public address system *simultaneously.* You can isolate the remote amplifier and feed the cue circuit into the PA *direct.* You can monitor both circuits. You can switch in as many as four microphones—through the four microphone inputs provided (inputs 3 and 4 are switchable to mixer 3). And you can run the BN2A from a battery simply by removing the power line connector—and plugging in the battery cord.

Weighing only 29 pounds, and completely self-contained for a-c operation, this sturdy remote amplifier carries as lightly as a brief case. More about the BN2A from your RCA Broadcast Sales Engineer. Or drop us a card. Dept. 19 HA.

SPECIFICATIONS

Mixing Channels.....Three	Power Source 105-125 v. a. c. (or battery)
Microphone Input Combinations.....Four	Size.....14½"L., 9½"D., 10"H.
Freq. Response (±1.0 db).....30-15000 cycles	Weight....29 lbs. (complete with a-c cable and spare tubes)
Noise Level..-70 db below +18 dbm	Cabinet..Deep umber-gray metalustre wrinkle. Removable aluminum front cover.
Distortion.....Less than 1% rms	
Rated Output Level.....+18 dbm	

The One Source for Everything in Broadcasting—is RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

When Piedmont people go to market, they have $1,054,811,000 to spend.

And for the past 19 years they've gone to market on WSPA,* South Carolina's oldest station . . . dominant in 17 counties of the Carolina Piedmont.

5,000 Watts—950 Kc.
Spartanburg, South Carolina

WSPA

Represented by John Blair
Roger A. Schaffer, Man. Dir., Guy Vaughan, Jr., Sls. Mgr.
CBS Station for the Spartanburg-Greenville Market

*The proof's in the Hooper—and here's what he has to say:

HOOPER STATION LISTENING INDEX Spartanburg, S. C., Winter, 1948

TIME	sets in use	WSPA	station A	station B	station C	other
8:00 AM—12:00 N MON. THRU FRI.	28.5	72.2	2.5	2.0	22.9	0.4
12:00 N—6:00 PM MON. THRU FRI.	27.0	55.4	7.3	2.5	33.9	0.9
6:00 PM—10:00 PM SUN. THRU SAT.	38.8	72.6	0.7	2.6	21.2	2.0

New Business

DISNEY HATS, New York through Grey Adv., New York, Sep starts sponsorship of 10-minute NBC news reviews on 17 v stations in 17 cities. Company plans to add new stations in cities as they go on the air. Series will be sponsored at various t on Sunday night. Will be heard at 7:20-7:30 p.m. in New York.

SEALY MATTRESS Co., Los Angeles, Aug. 21 starts 52-week s sorship of Charles Collingwood's news analysis, 5:30-5:40 p.m. (P Saturday, eight CBS California stations. Agency: Alvin Wilder A Hollywood.

THEOBALD INDUSTRIES, Kearney, N. J., starts radio campaign Baltimore and Washington, using spots and local programs, to intro Hum, new heavy-duty all-purpose suds. Schedule will be expanded several other markets, as yet unannounced, following Labor Day. Age Franklin Bruck Adv., New York.

GE APPLIANCES Inc., in cooperation with Boston dealers, sign WCOP Boston for sponsorship of "GE Boston Tea Party," Mon.-F 1:30-2:30 p.m. Agency: Tarlar & Skinner, Boston.

VALMART EQUIPMENT Distributors Inc. (deep freeze units) **MAXSON FOOD Systems Inc.** (frozen foods), both New York, Aug started *Neatest Trick of the Week*, five-minute transcription series WABD(TV) New York. Televised Wed., 9-9:05 p.m., preceding pic of boxing bouts at Jamaica Arena, sales message is directed solely tavern owners. Series transcribed by DuMont's Teletranscripti Agency for Maxson is Tracy Kent Co., New York. Valmart placed di

YAMI YOGURT PRODUCTS, Los Angeles (cultured milk), Aug started radio expansion program with 52-week quarter-hour we sponsorship of *Saturday Chef* on KFI Los Angeles. Aug. 9 firm st two weekly quarter-hour sponsorship of *Sally Deane* 52 weeks on K San Diego, weekly participation for 52 weeks on *Norma Young* on K Los Angeles, contemplating program purchases from two Minnesota tions soon.

H. N. HEUSNER & Son, Hanover, Pa. (City Club Cigars), appo Kronstadt Agency, Washington, to handle 13-week radio adverti campaign in Washington. Spot radio and television will be used.

HOUK and EDDY MOTOR SALES Co., Columbus, Ind., (used dealer), signs one year contract with WCSI (FM) that city, for announcements before and after all broadcasts of sporting ev for coming season. This is the first time the firm has used radio.

GENERAL PETROLEUM Co., Los Angeles (Mobilgas, Mobiloil), thro West-Marquis Inc., that city, purchases J. Arthur Rank motion pic coverage of London Olympic games for television on KTSL Los Ang Series consists of five ten-minute films to be presented Aug. 10, 13, 20, 24. General Petroleum commercials added on film.

JOHN R. MARPLE & Co., national distributor for Betty Gaylord P ucts, appoints French & Preston Inc., New York, to handle adverti campaign for Betty Gaylord Pie Mix.

LOUIS MILANI FOODS Inc., Los Angeles and Chicago, appoints Angeles office of C. J. LaRoche & Co. to handle advertising on com line of Milani Products, effective Sept. 1. Agency is already formula plans for introduction of Milani's newest product, De Cisco Dress in California and Chicago markets during next few weeks.

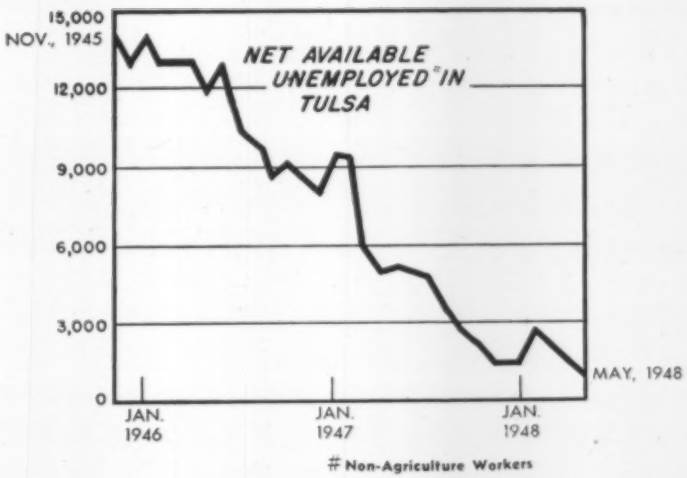
CYCLOID Corp., Chicago (sports equipment), begins three-a-week minute spot campaign for four weeks on WGN-TV, *Chicago Tri* video station, through Bennett, Petesch & O'Connor, also Chicago. spots produced by agency will precede station sports shows.

MILLIRON'S, Los Angeles department store, started spending $2 budget for four week spot campaign on 44 spots running two weekl five Los Angeles stations, KHJ KECA KFI KNX KFWB. Agency: H ter Adv., Los Angeles.

LOFT CANDY SHOPS announces sharp increase in schedule of spot nouncements in New York and Philadelphia. Spot announcements h approximately 50 times weekly and increasing each week. Some stat

(*Continued on page 44*)

Markets are People with Jobs!



People *with jobs* make markets, not people, alone! In Tulsa there is *less unemployment today* than at any time since the end of the war reconversion period. As the graph above shows, 14,100 were unemployed as of the end of November, 1945, with 81,750 net available employables. Today, as of the end of May, 1948, only 1,125 are unemployed with 95,475 net available employables*!

Markets are people with jobs and spendable income! This combination is present in the Tulsa market in real abundance today. Proof? The U. S. Department of Commerce in its April, 1948 report, shows Tulsa leading all cities in the West South Central area in retail trade gains with a 27% gain, over all, April 1948 over April, 1947. Oklahoma's second market shows a gain of only 17%.

Advertising dollars buy *more* in the Tulsa market . . .

Advertising dollars buy *more* radio advertising when they buy KVOO, Oklahoma's Greatest Station!

*Oklahoma State Employment Service Report

RADIO STATION KVOO

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

LOVE AT FIRST

One significant fact to come out of the field of television programming is the active (and consistent) enthusiasm of the critics for CBS-TV showmanship.

As each of the major CBS-originated and produced Television shows has hit the air (and met the critic's eye) the response has been immediate—a case of love at first sight. It is applause not only for purpose, but for fulfillment: for *both* ingenuity and technique—in news as in music, in variety-comedy and in "remote" broadcasting.

Of far greater significance is this fact. In a medium which is still in its infancy, these CBS-TV programs emerge *as fully matured productions on their very first airing*—as the following comments clearly reveal.

Here's what the critics said:

TOAST OF THE TOWN Sunday, 9:30-10:30 pm
"Television seemed to advance five years, at least...Sparked by Ed Sullivan hitting a new high as an affable emcee, the video show maintained a speedway pace...With this show, CBS moves ahead of the crowd as the leader in putting together Grade A Variety fare." RADIO DAILY

CBS-TV NEWS Monday thru Friday, 7:30-7:45 pm
"Much better than the feature-type newscast employed by other video broadcasters." VARIETY
(Also the American Television Society's annual news award for "the station with the year's outstanding news program.")

WHAT'S IT WORTH? Friday, 9:00-9:30 pm
"Prime television programming...It has visual and auditory appeal, each abetting the other. Its content is intriguing and devoid of monotony, and its format is pleasurably informal...There's a tremendous wealth of anecdote and human interest in the program." THE BILLBOARD

PLACES, PLEASE Mon.,Wed., Fri., 7:45-8:00 pm
"This new backstage tele series, giving featured performers, bit players and chorines from Broadway a chance at some individual stuff, has a warming informal quality that makes attractive video...Barry Wood as producer-singer-emcee... hits it satisfyingly." VARIETY

FACE THE MUSIC Mon. thru Fri., 7:15-7:30 pm
"Here's one of the neatest little musical packages to be wrapped up for television." "(producer)...has wisely dressed the show with sufficient visual mountings and has given the singers bits of business to do. Latter factor gave the show that all-important movement." VARIETY

TO THE QUEEN'S TASTE Monday, 8:05-8:30 pm
"Most TV recipe shows are as flat as stale beer, but one stands out like a glistening grape in a flavorless aspic. Mrs. Dione Lucas...has husbands drooling...is something of a television sensation." TIME MAGAZINE

THE MISSUS GOES A-SHOPPING *With John Reed King* Wednesday, 1:30-2:00 pm
"Best proof...of staging certain types of television shows 'on location'." Television version "added plenty of color and authenticity." VARIETY

The audience backed up the critics

Certainly of equal importance with critical acclaim is the response of the audience. Here, too, CBS-TV established clear-cut leadership at the very outset.

On its first rated broadcast Gulf Oil's WE THE PEOPLE won a Hooper Telerating of 46.0, becoming the No. 1 program in the New York area.

On its first rated broadcast TOAST OF THE TOWN (9:30-10:00 pm) won a 56.5 share of audience, or more than half of all television viewers at the time.

And CBS TELEVISION NEWS, only two months on the air, was the first and only news program to produce a broadcast with a rating in the "top 10."

Finally, the July Hooper Telerating Report reveals that 3 of the "top 5" programs (excluding political convention broadcasts) were on CBS-TV—two other stations were represented by one program apiece.

Praise from network affiliates

A major measure of effective *network* programming is its appeal in other cities. Two affiliates testify to the local effectiveness of CBS-TV programs.

"I am sure you will be interested to know that from the comments and letters we receive, it is clear that CBS, day after day, is doing an outstanding job in Television News. It is programming of this type that helps build large and increasingly loyal audiences to our station."

G. BENNETT LARSON, WCAU-TV, *Philadelphia*

"Congratulations. I think 'Toast of The Town' ranks with the top Television entertainment on the air. It's certainly the kind of programming stations need to build audiences." E. K. JETT, WMAR-TV, *Baltimore*

For advertisers today these universal tributes to CBS-TV programming have sharply practical implications. To explore them to your profit call CBS Television.

CBS-TV

Telestatus

(REPORT 19)

THE PROGRESS OF TELEVISION

"AS AN ADVERTISING medium, television has demonstrated its tremendous impact and the success of radio in advertising history encourages comparable projections for video that are very favorable." So states a survey just released by Audience Research Inc., also conductors of the famed Gallup Poll. Audience Research goes on to say that although the direction of future television activities is only a "vague onward," a considerable number of people in the broadcasting, motion picture and advertising world are terribly eager to climb aboard and go along.

This second digest covering the progress of television, *Television Has Happened*, was prepared "to assimilate news and information about television from all reliable sources to provide a ready reference for those who are interested in the advertising and entertainment potentialities of the video medium."

An appraisal of the television situation as it stood several weeks ago, when the book was compiled, is supplemented with numerous charts and graphs. Difficulty of obtaining an up-to-date report in this ever-changing field is, of course, apparent, it is stated. In compiling the statistics, Audience Research found many contradictory reports, as borne out by the statement, "For one month alone we consulted five sources to determine the number of operating stations and obtained four different answers." To eliminate this confusion, station managers were contacted by Audience Research to get the answers direct.

The facilities picture as of June 15 showed 29 video stations in operation in 18 different areas. Seventy-two construction permits had been granted and 256 applications were pending. If granted they will cover 112 market areas. By the end of 1948 industry spokesmen indicate between 50 and 60 stations will be operating in about 35 markets, Audience Research says. At the same time 14 cities are expected to be linked by coaxial cable or microwave relay.

Of the operating stations on June 15 there was a wide variance in the number of hours of service per week rendered by each (see chart). The minimum operation was 15 hours, while WBKB Chicago topped the list with 45 hours a week. The average video station was broadcasting 29 hours per week. In contrast, AM broadcasting extends practically around the clock with networks operating well over 100 hours a week.

As of February, the time reported on by Audience Research for the division of commercial video air time, sports consumed more than half of the sponsored presentations. In second place, but consuming only 15% of the time, as compared with the 53% taken by sports, were variety programs. Children's programs consumed 13% of the sponsored time to qualify for third place. Among the very lowest items on the sponsored list were feature films, home service and discussion. Each had only 1%.

12-Fold Sponsor Increase

Over a period of the last 18 months, to June 1948, the list of sponsors in the video field had shown a 12-fold increase. In January 1947 only 31 advertisers were presenting their message through the medium of television. That figure had jumped to 401 different sponsors by June of this year. Operating stations reported 601 clients but many of them were using the facilities of more than one outlet.

A wide number of categories were represented by the advertisers using TV. According to figures quoted by Audience Research, the largest classification was retail outlets. Department stores and appliance stores totaled 76 clients. Home instruments, furnishings and housewares ran a close second with 65 advertisers. In third place was automobile dealers and manufacturers, with 36 advertisers in the field. Continuing down the list, beer and wine had 29; foods and beverages, 28; clothing and apparel, 17; real estate, building materials and supplies, 16, and cigarettes, 6. Numerous other categories were listed with six or less clients for a total of 336.

Overall Evaluation

A lengthy discussion on the pros and cons of television was presented in a completely objective light. The progress in broadcasting facilities, set manufacture and distribution and in promoting and selling video was termed "spectacular." The programming end still was the object of criticism but reasons for the lack of advancement were presented and reasons why advances in the future must be made were outlined.

In evaluating the all important impact of the medium on televiewers, Audience Research states: "The combined advertising virtues of sight and sound plus television's own ingredient — motion—produce an impact on viewers unparalleled in any other medium." Several examples are given of the response to television including NBC's *Howdy Doody* puppet show which drew 58,000 responses to an offer made for "Howdy Doody-For-President" buttons.

Sets-in-use in television homes are shown to be consistently much higher than radio sets-in-use figures. However, the warning is presented that this high level probably will not be maintained as the home audience has more hours of broadcasting over which to spread its interest in television. To point up this fact a comparison was made between television sets in use and comparable figures for radio. In the two months checked, a median of 60% was reached for television sets in use and 35% for radio. However, it is pointed out that radio service was available for well over 100 hours a week while television was being presented for only about 25 hours.

Figures quoted from a Hooper survey conducted in New York last March showed that in television homes 75% were at home viewing television or listening to the radio. Of that 75%, 94% were looking at television, 3% were listening to the radio and 3% had both the radio and TV set going.

When CBS telecast the circus Hooper figures showed that it acquired an average rating of 67.2 while the average evening radio rating during the same time was only 10 with the highest rating 24.5.

In television homes checked by Hooper, Jack Benny's rating was down to 6 while in non-television homes it was 24.

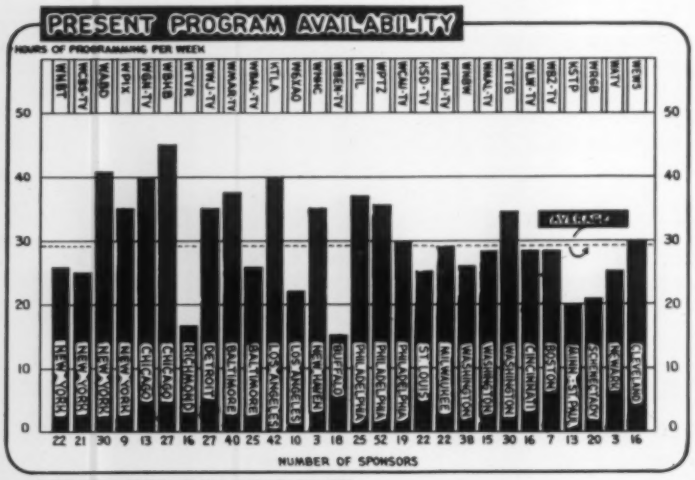
In an evaluation of these facts Audience Research said, "By all accounts, television is beating the ears off radio in the competition for the audience's attention."

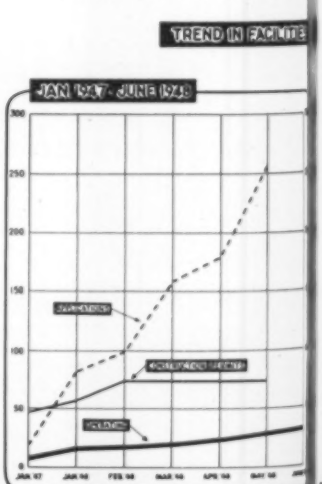
This, however, is only half the story, the organization states, pointing to the other side of the ledger:

Despite the great impact television has on the viewer—it is of course, necessary to have a viewer there. The availability of viewers hinges on two factors: the consumer price trend of TV sets and availability of telecasting. Audience Research states on the basis of field studies conducted, that about half the families in areas now served by television are ready to buy a home set at an average price of around $200. However, at the time the report was made, the average set cost almost $400.

The availability of television program service is growing every day, not only in the hours of operation of the present stations, but

(*Continued on page 82*)


PRESENT PROGRAM AVAILABILITY
HOURS OF PROGRAMMING PER WEEK
WNBT WCBS-TV WABD WNEW WPIX WGN-TV WBKB WBBM WJBK-TV WMAR-TV WTVR WMAR-TV WBAL-TV KTLA WSAZ-TV WNAC WBEN-TV WFIL WPTZ KDKA-TV KSD-TV WTAR-TV WNBW WMAL-TV WTTG WLW-T WBK-TV KSTP WRGB WAIV WKRC
50 40 30 20 10 0
AVERAGE
22 21 30 9 13 27 16 27 40 25 42 10 3 18 25 52 19 22 22 38 15 30 16 7 13 20 3 16
NUMBER OF SPONSORS
EXPERIMENTAL STATION AT SALT LAKE CITY EXCLUDED.



WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, WMAR-TV is tops in sports!

WMAR-TV's Channel Two is first choice for thousands of sports fans. They look to this station regularly for:

WRESTLING

Once a week from the Baltimore Coliseum.

BASEBALL

Two night games a week of the Baltimore Orioles.

FOOTBALL

Navy's scheduled games with Missouri, Cornell, California. The Baltimore Colts professional football team's games both at home and in New York and Brooklyn.

RACING

Feature race and one other daily from Pimlico and Laurel.

BASKETBALL

All home games of the famous Baltimore Bullets, last year's B.A.A. champions.

Plus full coverage of: Yacht races on Chesapeake Bay, tennis matches, bowling, swimming meets, polo matches, boxing, soccer, lacrosse, track meets, and other sports events.

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington (Del.) and from Pennsylvania to the Potomac.

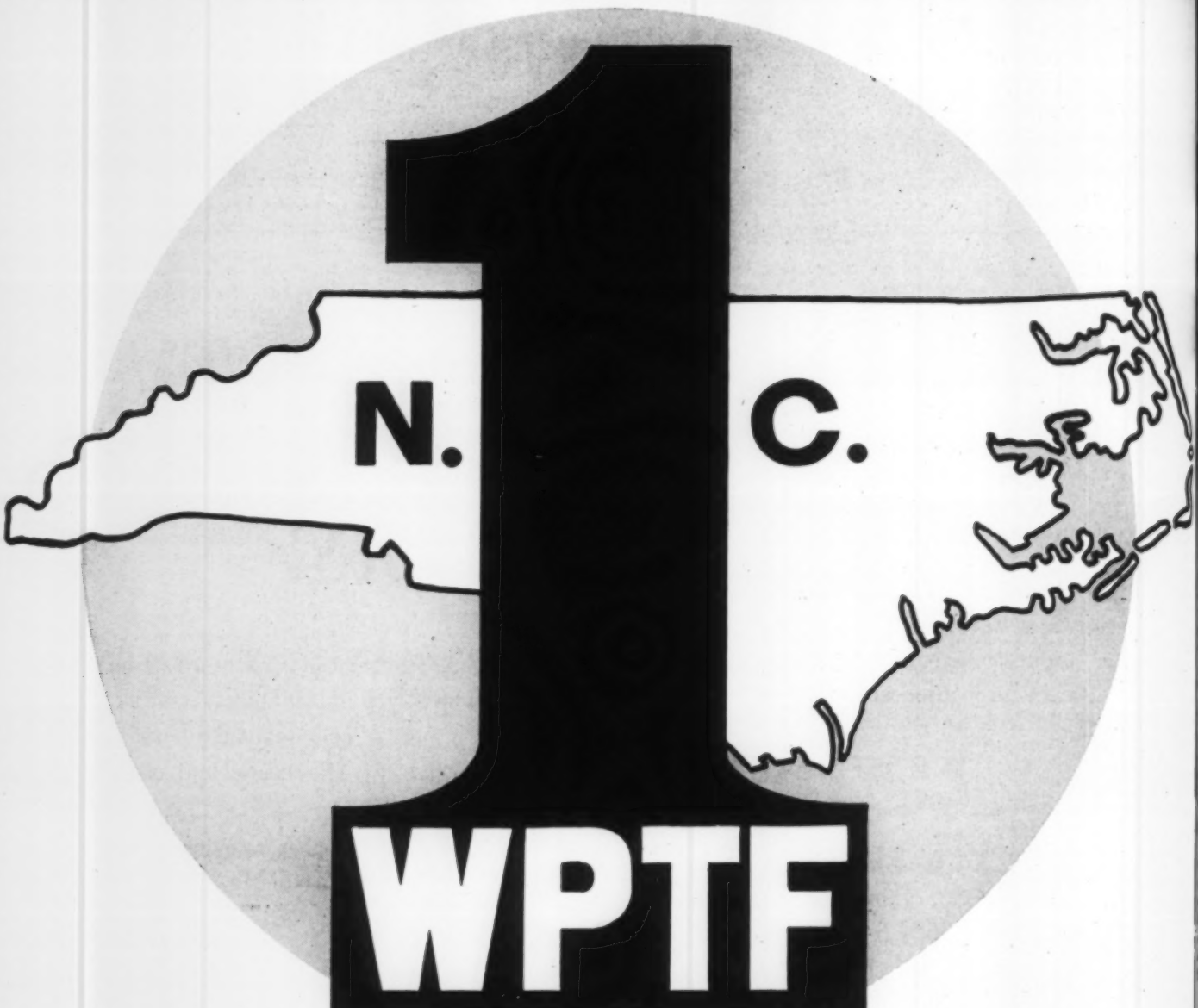
The peerless propagation of Channel Two carries programs from major networks via the television station of the Sunpapers of Baltimore to televiewers in the Chesapeake Basin.

WMAR-TV's own coverage of sports and special events—civic, patriotic, and cultural—is unequalled in this rich, productive area.

Represented by

THE KATZ AGENCY, Inc.

500 FIFTH AVE. ★ NEW YORK 18



NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S

Number 1 Salesman is WPTF

50,000 WATTS 680 KC. NBC AFFILIATE • RALEIGH, N. C.

NATIONAL REPRESENTATIVE FREE & PETERS, INC.

BROADCASTING
TELECASTING

Vol. 35, No. 6 WASHINGTON, D. C., AUGUST 9, 1948 $7.00 A YEAR—25c A COPY

GIVEAWAY CRACKDOWN

FCC Asks $64 Question

By RUFUS CRATER

A CRIPPLING BLOW intended to break the back of the giveaway craze was unleashed by FCC last Thursday in proposed rules which would put millions of dollars worth of radio programs off the air for violation of the lottery laws.

Commission authorities said virtually all of the network "big-money" giveaway programs would be hit, except for some of those which depend upon studio audience-participation alone. These apparently are not the main target.

The Commission made clear that each program would be judged separately, but proposed four tests to determine whether a show is or is not in violation of the lottery provision (Sec. 316) of the Communications Act (*text of proposed rule on page 76*).

Under this proposal—which is left open to protest until Sept. 10 and will then almost assuredly be set down for oral argument—any giveaway program would be deemed to violate the lottery section if the winner's selection "is dependent in any manner upon lot or chance," and if any one of the following conditions prevails:

- **If the winner or winners are required to furnish "any money or thing of value" or to have in their possession any product made or handled by any advertiser on the station;**
- **If the winner or winners are required to be listening to the program in question or watching it on television;**
- **If the winner or winners are required to answer a question whose answer—or aid in answering—is given on a program broadcast over the station;**
- **If the winner or winners are required to answer the phone or write a letter, if the phone conversation or contents of the letter (or substance thereof) are broadcast by the station."**

The Commission's proposal came at a time when the giveaway fever is at its height. Network programs alone run into six figures a week hitting around the $1,000,000 mark every six weeks.

NAB President Justin Miller greeted the proposal with a statement that FCC was exercising a duty, that each program should be considered individually, and that NAB will request any changes which it may find are necessary.

The NAB's new Code opposes programming designed to "buy" audiences, and frowns on contests in which chance, rather than skill or ability, is the determining factor. The networks did not immediately indicate their reaction to the Commission's proposal, but they have announced they will comply with the NAB Code.

FCC's action produced no great surprise, for FCC has recurrently been reported concerned with the upsurge of programs of this type. Its news release announcing the proposed rules called attention to "the growing number of 'money' programs on the radio."

Issued Simultaneously

The proposal was issued simultaneously with FCC hearing examiner's report on an investigation of a giveaway program of WARL Arlington, Va., which the examiner, J. D. Bond, adjudged to be a violation of the ban on lottery shows. The Commission said it was "in agreement" with Mr. Bond's findings and conclusions, but before taking any final action gave WARL 20 days to file exceptions and a request for oral argument before the Commission *en banc*. FCC said it was following this course "in view of the important legal question" involved.

The WARL program was *Dollars for Answers*. It has been discontinued by the sponsor since the proceeding originated, but FCC refused WARL's request that the case be dropped for that reason.

Summarizing his views, Examiner Bond said in his recommended report:

It is our opinion that the "Dollars for Answers" program, admittedly possessing the prize and chance element, admittedly intended to capture and hold the attention of the potential listening audience by reason of the money prize award, which can be obtained only by those favored by lot, is a contemplated appeal to the human speculative proclivity, the gambling spirit.

That appeal is intentionally made for the purpose of securing gain to the respondent, viz. an increased radio property value. It cannot be found void of consideration as the law knows such to be. That there is benefit to the respondent admits of no reasonable doubt. That the benefit is both expected and requested by the respondent cannot be denied. That legal detriment to the promisees follows, has been shown. That the circumstances amount to legal consideration is apparent. We conclude that the broadcasting of this program violates the anti-lottery law.

Mr. Bond, in a review of legal interpretations of the lottery question, pointed out that the three essential elements of a lottery are prize, chance, and consideration. Unless all three are present, he noted, there is no lottery.

In the WARL case, he reported, the element of prize was admitted and the element of chance (random selection of telephone numbers) was not denied. Further, he said, chance was involved in the fact that the amount of the prize varied.

But he rejected WARL's contention that its program did not contain the element of "consideration." This factor he found in the fact that each of the winners met three "minimum requirements," aside from the fact that most of them listened to the program: "Did answer his telephone; did provide the required answer to the question, and did inform the respondent as to whether or not he was listening to WARL."

Mr. Bond held that "these acts certainly meet the consideration test of an 'inconvenience, however small,' . . . and that of 'trouble

(Continued on page 76)

NARSR

Status Grows; Flanagan Named

FULL-FLEDGED trade association status for the National Assn. of Radio Station Representatives was underwritten last week with appointment of Thomas F. Flanagan, chairman of the Associated Tobacco Manufacturers, as managing director, effective today. Association headquarters have been established at 101 Park Ave., New York City.

Mr. FLANAGAN

Announcement of the appointment by Paul H. Raymer, NARSR president, followed a meeting of the association's membership in New York last Thursday. It came on the heels of the FCC's action last month ordering an investigation of the whole station representation structure in the sale of national spot. This inquiry was undertaken upon petition of NARSR, formed last September after the trend toward network representation of affiliates in non-network sales took shape.

The association's credo is to foster development of spot radio through more aggressive promotion, higher standards, greater economic stability, and more individual station control over programming and commercial policies.

Mr. Flanagan, 58, is well-known in manufacturing, trade association and radio circles. As a top executive of Penn Tobacco Co., of Wilkes-Barre, Pa., of which he was president until three years ago, he purchased substantial non-network time nationally, largely in behalf of Kentucky Club tobacco. The company was sold to the Bloch Bros. Tobacco Co., Wheeling, W. Va., in 1945.

As chairman of the Associated Tobacco Manufacturers, Mr. Flanagan has directed trade association activity in that field. He became its chairman in 1943, when it was created during the days of the Office of Price Administration. In that activity, he familiarized himself with Washington regulatory operations.

Mr. Flanagan told BROADCASTING he felt the NARSR post afforded an opportunity for genuine

(Continued on page 78)

Giveaway Fade-Away? . . . . . AN EDITORIAL

WITHOUT regard to the legality of its action, let's applaud the FCC for its forthright approach to the snow-balling money-giveaway parasite.

The ruse of "judicial law-making," wherein program reforms or restrictions were smuggled into favorable decisions, was avoided. There are no mischievous Blue Book or Port Huron implications in the release of the proposed regulations, which, as written, would knock out most of the fabulous network money and merchandise programs, as well as those locally originated. An open hearing is provided for.

Section 316 of the law is specific in banning lotteries, gift enterprises and similar schemes. It uses the same language embraced in the postal regulations. One other provision of the law—and only one—gives the FCC specific authority over programs, and that bans use of obscene, profane or indecent language over the air. It also was adapted from the postal regulations.

Whether the FCC, with propriety, can lay down regulations of the breadth and scope of those proposed is a matter for strict judicial interpretation. We have always understood that each case must be considered on individual merits because of the hair-line balance between what is and is not "lot" or "chance." The FCC in the past has thought so too, because invariably it has referred such cases to the Department of Justice. And in each such instance the Department has ruled that the cases were "unprosecutable," implying that it wouldn't risk losing in the courts.

In proposing to lay down hard and fast rules, the FCC appears to be venturing into dangerous territory. It literally has thrown the book at broadcasters and sponsors alike. The broadcaster, however, has his station license on the line, whereas the advertiser simply must mend his ways. The proposed rules even go beyond the anti-giveaway language of the NAB code.

Reaction, as always, will depend upon whose ox is gored. ABC, with skyrocketing Hoopers, because of its heavy prize contest programming, can be expected to contend that the proposed rules go far beyond the law. Unquestionably it had cleared as far as it could with the postal authorities before scheduling the programs. NBC, CBS and probably Mutual can be expected to view the FCC's not unexpected action with equanimity.

One immediately salutary effect will be to dampen the ardor of advertisers and networks for the giveaway pattern. Why build up a program if its fate may be extinction? It will tend to open up a host of prospects for radio—both network and spot—advertisers who are getting free rides via the commodity giveaways.

The NAB code, by way of self-regulation, can do this job. It would be far better for radio itself to set the guideposts than to have an agency of Government undertake it. But, though we find ourselves in the unique position of applauding an FCC move having direct bearing upon programming, we do so with the frank recognition that the law itself bans lotteries.

And, we submit, it would not have evolved this way without a man of the stature of Wayne Coy as the FCC chairman. Or stated another way, if Left-Winger Clifford J. Durr were still on the Commission.

ZIV BUYS 'WORLD'

1½ Millions Is Price

FREDERIC W. ZIV'S purchase of the World Broadcasting System from Decca Records last week for a reported $1,500,000 united the nation's largest producer of transcribed radio shows and the oldest and largest transcription library in the industry. [CLOSED CIRCUIT, July 26].

The deal was the latest in a series of shrewd and boldly-planned business coups that have buttressed the Ziv Company's steady-increasing pre-eminence in the packaged show field.

World Broadcasting, which includes World Features, World Feature Library, and World Programs, becomes a wholly-owned subsidiary of the Ziv Co. It will be reorganized as an Ohio corporation, with a board of directors including Mr. Ziv, John L. Sinn, executive vice president of the Ziv Co., and Maurice H. Koodish, Ziv attorney. It was understood that WBS headquarters will remain in New York for the present.

No personnel changes within the World organization are planned, according to a joint announcement from the Ziv Co. and Decca. The WBS offices in New York, Chicago and Hollywood will keep their separate identity for the present but later will merge with the Ziv offices in those cities.

Commenting on the company's latest acquisition, Mr. Sinn said on Friday: "the World library has always been considered the finest library from the standpoint of quality and talent and it is our intention to maintain this high standard and to enlarge and expand the service to the stations. We believe it is a natural tieup for the Ziv Company to own and operate World Broadcasting because now we can serve the stations with a library, programs and television—a completely rounded service."

Mr. ZIV Mr. SINN Mr. KENDRICK

Expansion of the World library and other services is planned, according to Mr. Sinn, with the addition of many well-known performers now under contract to the Ziv Co. Subscribers to the World library now total 670 AM, FM, and television stations.

A spokesman in the WBS New York office indicated that a new position in the Ziv organization is planned for A. J. Kendrick, now general manager of World, with headquarters in New York.

Herb Gordon who left WBS early this summer and is now an administrative executive with the Ziv Co. "will be actively associated with the administration of the World library . . ." Al Sambrook will continue in charge of station relations for World, with Maynard Marquardt heading the Hollywood office and W. C. Hutchings as head of the Chicago office.

Decca bought World Broadcasting System in July 1943 for an undisclosed sum from Percy L. Deutsch, who in 1929 had formed WBS and Sound Studios, later merged as a single organization.

When Mr. Deutsch formed WBS he became one of the first recording executives to enter the field of making transcriptions solely for broadcast use. In 1931 the vertical cutting method developed by Electrical Research Products Inc. (now Electrical Products Division of Western Electric) was adopted by World under leasing arrangement.

World was reorganized in 1936 with ERPI holding all of its preferred stock (3,000 shares at a par value of $100 a share) and 5,845 shares (about 18%) of the WBS common stock. However, the ERPI holdings were transferred to Decca at the time of the 1943 sale, giving it full control. The WBS physical properties at that time included recording studios in

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Decca Firm Sued By Anti-Trust Div.

Government Charges Conspiracy To Control Record Market

DECCA RECORDS Inc., New York, and Decca Records Co. Ltd., of Great Britain, were sued by the anti-trust division of the Department of Justice on Tuesday, Aug. 3, for allegedly conspiring to control the world record market.

The detailed complaint filed against Decca in U. S. District Court, Southern District of New York, last week alleged that the defendants (Decca and Decca Ltd.) and "the co-conspirator" (Electric and Musical Industries Ltd., Great Britain) have been engaged in an illegal combination and conspiracy in restraint of trade in records in the U. S. and abroad since 1943.

Such activities, the government charges, are in violation of Sections 1 and 3 of the Sherman (anti-trust) Act.

All three firms are accused of plotting to divide the world's rec-

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PROBE BLUEPRINT

Agenda Prepared in Senate

By ED KEYS

A SENATORIAL microscope is focused sharply on the entire radio industry by a subcommittee of the Senate Interstate and Foreign Commerce Committee, intent upon subjecting every phase of the nation's communications to an exhaustive examination.

The scope of the gigantic undertaking was revealed in a tentative agenda released yesterday (Sunday) by the subcommittee. The broad study of broadcasting and non-broadcasting matters in both the domestic and international fields originally was ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Commerce Committee, who is retiring from Congress [BROADCASTING, June 28].

A glance at the Senate subcommittee agenda and observation of activities currently underway by a House Select Committee investigating the FCC (See story below) furnished one foolproof conclusion for observers: The 81st Congress would hear ample reasons why the Communications Act should be shorn of some of its antiquated features and given a new look.

For some personages in the radio industry the ambitious study held promise of relief from annoying problems and increased opportunities. Others would learn it presaged troublesome times.

Paramount issues to be studied by the subcommittee, headed by Sen. Charles W. Tobey (R-N. H.) and including Sens. Albert W. Hawkes (R-N. J.) and Earnest W. McFarland (D-Ariz.) were considered to be the following:

- NAB and other trade organizations would be asked to account for alleged lobbying activities and to prove that they speak for the membership of their respective groups.
- The subcommittee will try to attach a definition to the elusive phrase, "in the public interest," a brain-twister in radio regulation since 1927.
- FCC's TV and other allocations would be thoroughly explored by the Congressional committee.
- Vital question of whether FCC's scope of authority should be trimmed or expanded would be given study.
- State Department communications, treaties and conventions would be examined for any possible violations of the basic organic communications law.
- Investigation of alleged industry patent controls would be made.

A series of conferences among subcommittee members and a discussion with FCC Chairman Wayne Coy preceded the issuance of the voluminous agenda. Sen. Tobey indicated that his chief concern was with problems revolving about international common carrier communications, but he also directed attention to radio phases of the study.

Asserts Interest

"Speaking for myself," Sen. Tobey said, "I also am very much interested in the non-common carrier phases of the study. I have followed closely Commission decisions relating to allocations of frequency space for the various types of services and I know that it (FCC) has before it, in the immediate future, the problem of more space for television so that a monopoly-free, nation-wide service may be provided."

Although he failed to identify the personnel or Commissioners in question, Sen. Tobey remarked he was "very much impressed with some of the new blood in the FCC," adding that he was "confident that some mistakes of the past will not be repeated."

The resignation July 30 of Sen. White as chairman of the subcommittee signaled accelerated activities by that body [BROADCASTING, Aug. 2]. It was authoritatively learned that Sen. White played no part in the composition of the agenda. It was developed and announced after he had resigned his subcommittee post.

No hearings on the study subjects are expected during the next few months and possibly not during the remainder of the year. However, data will be assembled during the Congressional recess, under the direction of Edward Cooper, the committee's communications expert.

The fuse which touched off the lobbying inquiry has been burning for more than a year. NAB President Justin Miller is believed to have ignited it in an appearance before the Senate Interstate Commerce Committee last year when he minced no words in giving the NAB's position on the White Bill (S-1333) to rewrite the Communications Act. His bold enunciation of the NAB position reportedly spawned animosity between Sen. White and committee colleagues and Judge Miller.

Smoldering committee resentment burst into flame at a June

(*Continued on page 72*)

INVESTIGATION STARTER

Port Huron Hearing Is Held

(*See story on KPRC, page 25*)

IN THE OPENING SHOT of its FCC investigation, a House Select Committee last week probed FCC officials on their famed Port Huron decision on political broadcasts, heard other experts condemn the document, and appeared convinced that clarifying legislation is the best solution to the broadcasters' problem.

The committee was told by FCC Chairman Wayne Coy that the decision, which holds political broadcasts uncensorable but expects stations to be relieved of liability for any defamation thus broadcast, is not a "rule" but a statement of FCC's views on the meaning of the political broadcast law.

He said it was issued as a guide, but that any incident of alleged censorship which arises will be decided on the basis of the facts. He thought that if another "Port Huron" incident came up today, the station involved "probably" would get a renewal just as WHLS Port Huron did in the original case.

Mr. Coy defended the principles laid down in the Port Huron decision, but agreed that it would be "advantageous" if Congress would enact them into law, and he came out flatly for the provision of the pending White Bill (S-1333) which in effect would do just that.

He did not argue that the Port Huron decision had allayed broadcasters' confusion or contributed any substantial clarification of the problem they face.

Essentially, the question is whether the Communications Act's prohibition against censorship extends to libel and slander, and, if so, whether it gives broadcasters an immunity against state laws on libel and slander. W. Theodore Pierson, Washington radio attorney, characterized the situation as one which puts broadcasters in a "dilemma of self-destruction" since they must answer to the Commission if they eliminate defamatory remarks, and yet may face criminal and civil prosecution under state laws if they don't.

Mr. Coy and his FCC colleagues —Benedict P. Cottone, general counsel, and Richard A. Solomon, chief of the Law Bureau's Litigation Section, who wrote the first draft of the controversial decision —argued that Congress obviously "occupied the field" when it wrote the prohibition against censorship of political speeches. Therefore, they insisted, state libel and slander laws would not be effective against stations that carry political speeches containing defamation.

But the remaining opening-day witnesses—Mr. Pierson and C. K. Richards, assistant attorney general of Texas—argued just as insistently that broadcasters are not relieved of responsibility for libel or slander in political speeches which they carry, and at least some members of the committee appeared unconvinced by the Commission's arguments to the contrary.

Mr. Pierson maintained that "censorship" does not mean what FCC says it means. If the law forbids "censorship" of libel and slander, he contended, then state laws against defamation are unconstitutional. He recommended

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PRINCIPALS and observers at the House Select Committee's hearing on the controversial Port Huron decision of FCC were (l to r): Top photo: Frank T. Bow, general counsel of Select Committee; second photo, FCC Chairman Wayne Coy and General Counsel Benedict P. Cottone; third picture, Rep. Forest A. Harness (R-Ind.), committee chairman; bottom, Frank W. Wozencraft, Washington radio attorney who participated in KPRC Houston's suit against the Port Huron decision, and C. K. Richards, Texas assistant attorney general.

PERON'S BRASS CURTAIN

Mail Opening Probed

MORE OF THE INSIDE story on the international "incident" caused by the Argentine government's opening and publishing of private dispatches to BROADCASTING from its Buenos Aires correspondent, came to light last week as an active investigation of the incident got underway.

Foremost among developments was a report from Sao Paulo, Brazil, that the executive council of the Inter-American Broadcasters Assn. had voted to drop the Argentine Broadcasters Assn. from membership.

The expulsion was an aftermath of the Joint Declaration by 14 nations at IABA's first assembly in Buenos Aires on July 10 condemning the alleged lack of freedom of speech in Argentine radio.

The council's action was immediately repudiated by the Brazilian Radio Assn., according to a UP report. The action may also bring about the resignation of several other countries who are either frightened by, or economically dependent upon, Argentina, it is felt.

Also significant was the return to Washington from Argentina of U. S. Ambassador James Bruce. The return of Ambassador Bruce, who reportedly protested the mail violation to Argentine Foreign Minister Bramuglia and also asked police protection for Correspondent Herbert M. Clark, whose life had been threatened by phone, was regarded by the *New York Times* as "of potentially great importance to United States and Argentine relations."

Salt in Sores

The *Times* reports that lack of agreement on the basis of ECA purchases in Argentina has embittered relations "that were already deteriorating because of the incident of the opening and publishing of the Clark letter."

A request by the Senate Interstate & Foreign Commerce Committee that the State Dept. investigate and tell "what steps, if any, have or might be taken to avoid recurrence..." is now pending. The request appears to have brought Peron's civil rights policy into the open in this country.

According to the *Times*, the civil rights issue "remains a hurdle in other negotiations." Some diplomats, it is said, have stated privately that their own mail is scrutinized and businessmen who deplore the word "dictatorship" often go across to Montevideo, Uruguay to post important letters.

The Peronista paper *Epoca*, defending the actions of Madam Peron's *Democracia*, which first published the letter to BROADCASTING, declared last week that Mr. Clark was negligent and should have paid more attention to where he left his letter or to whom he entrusted it.

Photostat of the front page picture in Ahora, *depicting accusing fingers pointing at Goar Mestre.*

* * *

Mr. Clark, however, maintains that he mailed it in a large branch post-office directly across the street from the government press office, thus refuting the Argentine claim that the letter fell into the hands of an afternoon paper through private channels and was subsequently "reacted to" as a matter of news interest.

Mr. Clark has not been heard from since the incident took place, all the more evidence of the lack of freedom in Argentina.

Goar Mestre, Cuban broadcaster and newly elected IABA president, who was also attacked by the Argentine press and radio, was forced to leave Argentina shortly after the IABA assembly because of threat of physical harm.

Following up the *Democracia* "expose," the paper *Critica* ran Mr. Mestre's picture on the front page denouncing him as a "sinister agent," and carried Mr. Clark's letter to Sol Taishoff calling him (Clark) a "secret foreign agent."

The letter from Mr. Clark was interpreted as being addressed to "a woman named Sol," no doubt because it began with "Dear Sol" and facetiously ended with "Love and Kisses, Herb."

The next day seven more newspapers carried similar stories with pictures of Gilmore Nunn, U. S. broadcaster and delegate to IABA, John Royal and Mr. Mestre. With the stories were fantastic accusations to the effect that they were all foreign agents at the service of North American capitalists desirous of discrediting Argentina and General Peron.

'Plot' Is Spotlighted

Simultaneously, all Argentine radio stations, hooked into a single network, released similar versions of the "international plot" against Argentina. The attack continued all week with the incident reportedly mentioned 15 to 20 times a day in five-minute broadcasts.

As for the internal situation in Argentina, a reliable source reported to BROADCASTING that Gen. Peron's government during the past year has purchased all but three of the 80 odd stations in the country.

The purchases were alleged made in a secret, underhand fashion in an attempt to mislead the general public into believing that radio broadcasting was still in private hands. In most cases former owners of the stations have reportedly been retained as managers or directors of stations which they formerly owned, but they now receive orders from the government while pretending to be the owners.

When the Argentine govern-

(*Continued on page 66*)

FLEECERS

Alleged Confidence Men Held in Denver

By BILL THOMPSON

TWO MEN, alleged to be members of a ring of fraudulent radio time salesmen who have been fleecing western farmers and stock breeders of cash after giving verbal promises of spots on network farm programs, are in the Denver County Jail under bonds of $5,000 each.

They are formally charged with operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000 worth of bad checks, but Chief Investigator Tom Patrick of the Denver district attorney's office told BROADCASTING Thursday:

"There is no doubt in my mind that these men, and an accomplice with whom we are familiar, are the same operators who have taken down payments for broadcast advertising from many farmers and stockmen in this area. We would have a third man in jail right now if we could pin a charge on him."

Mr. Patrick said western radio stations and networks have given the district attorney's office "exceptional cooperation."

The men were arrested July 25 in Minneapolis on a Colorado warrant. They waived extradition and were returned to Denver early last week. Warnings that they were at large in the West had been carried in the U. S. Dept. of Agriculture weekly newsletter and in the monthly newsletter of the National Assn. of Rural Farm Directors.

W. H. Fabriz, chief of the criminal division of the Hennepin County (Minnesota) sherriff's office, said the two were apprehended in Minneapolis' Radison Hotel. They were picked up minutes after

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Hennock Presides

LESS than a month after she became FCC's first woman member, Comr. Frieda B. Hennock last week became, for a day, the Commission's acting chairman. She found herself in that capacity Monday, due to a combination of circumstances which had all of her seniors out of town simultaneously. Chairman Wayne Coy had not returned from a speaking engagement in Indiana [BROADCASTING, Aug. 2], Comr. Robert F. Jones was on vacation, and the other members—Paul A. Walker, Rosel H. Hyde, E. M. Webster and George E. Sterling—were in New York viewing developments of Bell Telephone Labs.

Bingley Joins Bamberger As Chief Video Engineer

F. J. BINGLEY, chief television engineer of the Philco Corp., on August 16 will join WOR-TV New York and WOIC Washington as their chief television engineer. Both stations, under construction, are to go on the air within a few months as Mutual affiliates.

Mr. Bingley will be responsible for all engineering details and will supervise operations of the transmitters, micro-wave relay stations, video studios and network operations.

His television career started in London in 1927, when he joined Baird Television as technical assistant. At Philco he was credited with designing and testing Philco's first television transmitter.

FCC SLAP

Texas Court Dismisses KPRC Suit

A THREE-JUDGE COURT in Houston last week dismissed KPRC Houston's suit against the FCC Port Huron decision on jurisdictional grounds, but gave both the Commission and its interpretation of the political broadcast law a back-handed slap in the process.

The dismissal was on grounds that the decision is not reviewable because it is not a rule or order of the Commission. In reaching this conclusion the court relied not only on FCC's own assertion that it is not a rule, but also on the belief that it is "judicially inconceivable" that the views enunciated in the decision could have been intended to be a general regulation.

Legal observers could not immediately forecast the ultimate effect of the court's decision, handed down Wednesday, only five days after the hearing [BROADCASTING, Aug. 2]. With the suit dismissed, the Port Huron ruling still stands, though obviously with its reputation somewhat askew.

It seemed almost certain that KPRC—which brought the suit in an effort to settle the question of conflict between federal and state laws on censorship and libel—would carry the case to the U. S. Supreme Court.

The court found the decision "susceptible of no other reasonable construction" than that, as FCC counsel declared in the hearing, it imposed no "regulation or rule" but merely expressed FCC's views on the obligations imposed by the law on political broadcasts.

Those views—which were also the subject of a House Select Committee hearing last week (see story page 23)—were that the federal law forbids censorship of political broadcasts even for libel and slander, and that therefore broadcasters will not be held liable under state laws for any defamation contained in political speeches over their stations.

The court did not pass upon the question of whether Congress "intended to go as far as the Commission declares it did." That question, the decision held, was not at issue in the case. But the court did cast doubt on FCC's power to issue a binding rule of the Port Huron character.

Terms Issue Delicate

For its view that the decision is not an order, the court found "ample support in the form and context of the pronouncement considered entirely apart from the merits of the case." The whole issue, the court declared, involves "a question of the greatest difficulty and delicacy." Its decision asserted in part:

If the Supreme Court of the United States had authoritatively so construed Sec. 315 [in accordance with FCC's views that broadcasters can't censor libel or slander but will be given immunity from libel suits]; if, short of this, there was a body of decisions uniformly so construing it; if, in general, prohibitions against censorship had been uniformly construed as precluding the control of language as beyond the scope of guarantees of free speech; or if the legislative history of the section clearly showed the path of the law to be that that the Commission, in its opinion, has taken, there might be some basis for the claim that . . . the pronouncement was in fact and in law intended to be, and was, an order laying down a positive rule of law.

When, however, it appears: that the Supreme Court has not construed the section; that there is no body of judicial opinion interpreting it as the Commission has done, but such opinion as there is, is directly to the contrary, and that prohibitions against censorship have been uniformly held not to prevent the control of language which is beyond the scope of guarantees of free speech, the view that the Commission was issuing an order and not merely giving an opinion seems quite unfounded. . . .

When further it appears from the consistent legislative history of the Communications Act not that Congress has, but that it has not, given any clear indication that in using the word "censorship" in Sec. 315, it intended to give it the meaning and effect accorded to it by the Commission's interpretation, the contention that the expression of the Commission's opinion on such a controversial and difficult matter was intended to be and was an order . . . seems far fetched.

Indeed, in the uncertain and doubtful state of the law as to the intent of Congress, in enacting the section to exclude the operation of libel laws, we think it judicially inconceivable that the Commission, a body of public servants entrusted by Congress with powers of supervision over communications by radio, could, with considerations of fair play and administration in mind, have so ordered.

In the present state of the law, that is in the absence of congressional action clarifying its intent and purpose, or of authoritative judicial decision, we think it doubtful that the Commission would have power to lay down a binding rule or regulation of the nature of that expressed in its opinion. For, having no power to protect station owners, who comply with the order, if it should be determined that the Commission's guess as to the law was wrong, it ought not to be held to have the power to subject the owner under sanctions to the hazards of its wrong guessing.

We are not, however, called upon to determine here the power of the Commission to make such an order. In determining the nature and character of the Commission's action we must assume that it did not intend to act either beyond its powers or unjustly or unreasonably, and unless compelled to find otherwise, we must find that it did not so intend.

With this guiding principle in mind, we have no difficulty in determining

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POPULATION GAINS

California Is Up 42.1%

A POPULATION gain of 42.1% for California, the largest in the United States for the period between April 1, 1940, and July 1, 1947, was shown in a survey released Friday by the Bureau of the Census. This figure represents an increase for California from 6,907,000 to about 9,812,000, or about 2,905,000 people.

During the same period the population of the United States, excluding persons in the armed forces, increased by about 11,744,000, or 8.9% the Bureau reports. The principal factors contributing to the national increase as a whole was the natural increase—the excess of births over deaths—and civilian immigration from abroad. Internal migration, however, was the most important component in population changes.

Largest regional increase noted by the Census Bureau was in the West where the population rose from 13,883,000 to about 18,107,000, an increase of 30.4%. Most of this increase, 94.2%, was noted by the Bureau to be in the Pacific Division where the population rose from 9,733,000 to about 13,714,000, a gain of 40.9%.

Other than the Western states —California, Oregon, Washington, Arizona and Nevada—the District of Columbia and Florida were the only two other areas reported by the Bureau as having a population gain of over 20%. Other high relative gain states were reported as Texas, Virginia, Maryland, New Jersey, Connecticut, Ohio, Michigan, Indiana and Utah. These states registered a reported gain of between 10 and 20%.

Of the nine states that were reported by the Census Bureau to have lost population, five were in the South, three in the North Central States and one was in the West. In only three of these states, however, were the losses relatively heavy. In the other six states the losses amounted to less than 5% of the 1940 population of the state. Those states showing population losses in the South were Arkansas, Kentucky, Mississippi, Oklahoma and West Virginia; in the North Central States, Nebraska, North Dakota and South Dakota; and in the West, Montana. The heaviest of these losses were reported in Montana, North Dakota and South Dakota.

In eight of these nine states that lost population in the period reported on, the net loss through migration exceeded the natural increase, generally a substantial number in itself.

The estimates presented in the report, and reproduced here in part, have been rounded to the nearest thousand without being adjusted to group totals which have been independently rounded. Derived figures are based on the unrounded absolute numbers.

Total Population Excluding Armed Forces Overseas

Region, Division and State	July 1, 1947	April 1, 1940 (census)	Increase (+) or decrease (−) 1940 to 1947 Number	Percent	Net Migration
United States	143,414,000	131,669,275	+ 11,744,000	+ 8.9	+ 1,016,000
REGIONS:					
The Northeastern States	38,442,000	35,976,777	+ 2,465,000	+ 6.9	+ 845,000
The North Central States	42,932,000	40,143,332	+ 2,789,000	+ 6.9	+ 268,000
The South	43,932,000	41,665,901	+ 2,266,000	+ 5.4	−2,996,000
The West	18,107,000	13,883,265	+ 4,224,000	+ 30.4	+2,900,000
THE NORTHEASTERN STATES:					
New England	9,138,000	8,437,290	+ 701,000	+ 8.3	+ 307,000
Middle Atlantic	29,304,000	27,539,487	+ 1,764,000	+ 6.4	+ 538,000
THE NORTH CENTRAL STATES:					
East North Central	29,223,000	26,626,342	+ 2,597,000	+ 9.8	+ 942,000
West North Central	13,709,000	13,516,990	+ 192,000	+ 1.4	− 674,000
THE SOUTH:					
South Atlantic	19,286,000	17,823,151	+ 1,463,000	+ 8.2	− 842,000
East South Central	10,801,000	10,778,225	+ 23,000	+ 0.2	−1,322,000
West South Central	13,844,000	13,064,525	+ 780,000	+ 6.0	− 832,000

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NAB Boston Session

DISTRICT ONE

Politicasts Mulled

By J. FRANK BEATTY

THE HEAT of the coming political campaign, coupled with confusion caused by the FCC's Port Huron decision, confronts broadcasters with difficult policy problems, the NAB District 1 meeting was told last week.

With 150 members registered from the six New England states, the district went into problems posed by prize giveaway programs, the NAB Standards of Practice and labor relations.

The Aug. 2-3 meeting was held at the Somerset Hotel, Boston, third in the NAB summer-fall series. Harold E. Fellows, WEEI Boston, district director, presided.

No panacea for political problems was offered, but several suggestions were brought out. These included: Get a good libel lawyer; take out libel insurance; set aside special hours for political broadcasts; follow a uniform policy; check scripts carefully and watch discussion programs carefully; talk over problems with candidates.

NAB officials were criticized for their handling of the Silver Shower campaign to raise funds for radio sets in German schools.

They said in defense that apparently stations were not reading *NAB Reports*, judging by the slow public response. The campaign is designed to raise $150,000.

In reviewing the political broadcast situation, Mr. Fellows said WEEI had just adopted a new policy, permitting sale of its facilities for controversial issue discussions when they are on the ballot for referendum votes. Sale of time had not been permitted at all in the past, he said.

Answering a question by Gerald Harrison, WMAS Springfield, Mr. Fellows said dramatization of broadcasts was one of the tough problems in writing the Standards of Practice, with the final version containing no ban on this method of programming. A showing of hands revealed that about half of those present sell time for political announcements; nearly half sell time for controversial issue programs whether political or not; some charge more for political than other time; some charge the national rate for local political broadcasts.

Paul W. Morency, WTIC Hartford, a director-at-large, opposed use of spot announcements by politicians, recalling dramatized spots carried on some Connecticut stations during the last Congressional campaign, in which a legislator's record was depicted by repetition of "no" and "absent."

Hervey Carter, WMUR Manchester, N. H., asked: "How can we refuse in political campaigns the service we ordinarily offer for sale?" Mr. Morency suggested each station should have a clear policy for all, and perhaps set aside specific hours for politics.

Mr. Fellows described the Connecticut political announcements as dramatic but not dramatized spots, inasmuch as they were not enacted but announced.

Murray Carpenter, WPOR Portland, Me., said there appeared to be confusion between political commercials and commercial commercials. "Why shouldn't we let politicians be as effective as anyone else?" he asked.

The giveaway debate started when Mr. Carter asked what could be done about the problem.

Harold Fair, NAB program director, said the networks are more worried than stations. The NAB code includes in commercial time any copy describing a product. If prize donors no longer can get "a free ride on the gravy train," he suggested, the problem may be solved.

The free prize business is in the million-dollar class now, he said, and proposed broadcasters should "take a look before it tips us over." He conceded *Stop the Music* is entertaining but figured it would be even more entertaining if prize copy were reduced. Ted Jones, WHOB Gardner, Mass., suggested prizes should not be accepted unless the donor is a sponsor on the station.

Rising labor costs coupled with growing competition for the radio dollar make station economic problems more serious, Richard P. Doherty, NAB employe-employer relations director, told the opening session. He feared unsound restrictions on working conditions might retard development of television.

Irvin Shapiro, of Sugarman & Snyder, labor counsellors, discussed effect of the Supreme Court's longshoreman's decision on station operations.

As director-at-large Mr. Morency introduced NAB President Justin Miller at the Monday luncheon. Judge Miller again reviewed the international frequency crisis.

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DISTRICT TWO

All-Radio Presentation Gets Strong Support

THE NAB All-Radio Presentation was strongly supported at the NAB District 2 meeting in Rochester, N. Y., last Thursday and Friday. After Hugh Higgins, acting director of NAB Broadcast Advertising Dept. described the mechanics of the presentation, Simon Goldman, WJTN Jamestown, N. Y., chairman of Small Markets Executive Committee, stated that the presentation would be of great assistance to the small market stations. A large percentage of the 300 stations already signed are located in small markets.

Robert Meachem, WELM Elmira, observed that its value depended on intelligent utilization. James L. Howe, WCTC New Brunswick, N. J., expressed the hope that the presentation would not be topheavy with network material but that it would be sales ammunition for the local merchants. He was reassured by both Mr. Higgins and Jack Kennedy, WHAM Rochester, that the presentation did not highlight any particular aspect of radio, but sold radio as a medium.

Mr. Kennedy added that by selling national advertisers on using radio, the presentation would in turn aid local business which was placed on a co-op basis with the national advertisers who were not at present using radio. Eugene S. Thomas, WOR New York, chairman of the Sales Executive Committee, emphasized that the presentation would cover all segments of the industry. Mr. Higgins was introduced by Helen Wood, WIBX Utica, chairman of the second district sales managers.

At a luncheon session Justin Miller, NAB president, reviewed NAB activities and the status of the Blue Book, the Mayflower case, and the NAB Standards of Practice.

At the session on BMB, at which BMB president Hugh Feltis spoke, Edmund J. Shea, radio director of the James Thomas Chirurg Agency, Boston, described how he used the BMB data. Since many of the clients of the Chirurg Agency have spotty distribution, BMB is relied upon to select stations in overlapping areas that are claimed by several stations.

Top Photo: Head table at NAB District 1 meeting (l to r): Craig Lawrence, WCOP Boston, District 1 employe-employer relations chairman; Richard P. Doherty, NAB; Paul W. Morency, WTIC Hartford, NAB director-at-large; NAB President Justin Miller; Harold E. Fellows, WEEI Boston, District 1 director, who presided at meeting.

Middle Photo: New Englanders at luncheon on opening day included (l to r) David M. Richman, WHOB Gardner, Mass.; Franklin M. Doolittle, WDRC Hartford; Qunicy A. Brackett and Wayne Henry Latham, both of WSPR Springfield.

Bottom: Yankee trio at luncheon included (l to r) E. E. Hill, WTAG Worcester; Linus Travers, WNAC Boston and Yankee Network; Gerry Harrison, WMAS Springfield.

TV FILTER STORY

N. Y. Firm Finds 'Gold Mine'

By IRV MARDER

"DON'T LOOK NOW, but you're sitting on a gold mine," excited television set owners said, in effect, in letters to the Pioneer Scientific Corp., New York, a few months ago.

But Pioneer swiveled its corporate head and did look, and presently thousands of other video set owners were looking and listening. Focus of all this agitated attention was the Polaroid Television Filter, a gimmick now selling approximately as fast as ice cream cones in the Mojave Desert.

Six months ago the Polaroid Filter had not even been conceived. Today more than 50,000 have been sold to individual television set owners, according to Pioneer. Obviously a monumental selling job was done. How? It was all done with mirrors, and lenses, in short, with video itself.

Polaroid First Use

To backtrack briefly: what had excited video set owners was this—someone with a hunch and a strip of Polaroid film had placed the latter over the screen of his home television set. Delighted with the greatly-enhanced clarity and sharpness of the image, he told his friends about it.

Finally, the letters began coming to the Pioneer Scientific Corp., which manufactures Polaroid sunglasses, photographic filters and laboratory products as an exclusive licensee of the Polaroid Corp., producers of the film. Pioneer, feeling with some justification that it might thus inadvertently make itself a fortune in this new field, arose from its corporate seat as if stung, and began to move.

It was obvious from the start that video was the ideal medium for advertising the Polaroid Filter, since every set owner was a potential customer, and there would thus be no waste circulation.

Strategy Planned

This was pointed out by Pioneer's agency, Cayton Inc., which set out to help plan and package the product, and to outline the basic merchandising strategy.

Loucks & Nordling, producers of 16-mm. films, was commissioned to make a one-minute selling film with an open end, for dealer tie-ins. Dealers featured included such prominent New York stores as R. H. Macy, Dynamic, and Davega.

The backbone of the entire program was the television spot commercial, according to Bill Cayton, of Cayton Inc. For the benefit of others who may be planning to use spot video, Mr. Cayton gives this insight on the planning of the Pioneer campaign:

"In the New York market, where ratings of shows were available, we selected our spots to follow immediately the highest rated shows we could get. The reason for immediately following, rather than immediately preceding, was that audiences tend to build up as the show goes along even more on television than in radio. In most markets, however, no ratings were available. But we used the knowledge we had gained from our intensive study of ratings to select spots immediately following shows similar in format to those getting the largest home listening audience in rated markets."

Schedule of Spots

The current list of Polaroid Television Filter spots includes the Thursday night wrestling bouts on WABD New York with Dennis James, a segment of the *Howdy Doody Show* on WNBT New York, one-minute spot following the Ed Sullivan show on WCBS-TV New York, other spots following the *Texaco Star Theatre* on WPTZ Philadelphia and *We the People* on CBS-TV, and many others.

The type of commercial used has been very successful, the Pioneer officials point out.

"A word about our first film might be in order," Mr. Cayton says, "for it was not a 'cute' picture such as you frequently see in television now. It was a straight-selling, complete merchandising approach that we used. We describe the Polaroid Television Filter, show how easily it attaches, give close-up views of the filter on a typical set, show how the picture improves, show the greater contrast without glare or color distortion, give the various sizes, the prices of each ($6.50 for 7-inch tube to $25 for 20-inch tube), and tell where to get it. A complete sales story."

Trial Offer

A giveaway offer was made as a trial-balloon on the popular *Howdy Doody Show*. To get a "Polaroid Magic Picture," demonstrated for the "small fry" by Bob Smith, children viewers were urged to needle their parents into buying a Polaroid Filter. With each filter they get a little booklet which they mail to Howdy Doody, who mails them the Magic Picture. Fifty were mailed after the first Polaroid commercial on *Howdy Doody*, and more than 100 after the second.

"It is our thinking," Mr. Cayton says, "that although television is a new medium, the hard and fast and tried methods of selling still must apply. And that while entertainment may be the keynote, a complete sales presentation, with forceful selling copy and good descriptive pictures which dramatize the consumer advantages of the product should be used to sell your product effectively and to make the promotion pay off."

BOB SMITH and Howdy Doody demonstrate how Polaroid Filter, developed by Pioneer Scientific Corp., New York, is used with a television receiver to improve the quality of video reception.

WJZ-TV DEBUT

New York's 50th Year Will Be Honored

INAUGURAL program and ceremonies of WJZ-TV New York will be designed to serve two purposes when ABC's new key video outlet makes its debut on Channel 7 Aug. 10 (tomorrow night), according to plans announced by Robert E. Kintner, executive vice president of the network.

In addition to the entertainment phase, covering a preview of programs and stars, WJZ-TV also will pay tribute to New York City on the occasion of the 50th anniversary of the consolidation of five boroughs into Greater New York. ABC cooperated with the Mayor's committee and Grover Whalen, chairman, in the preparation of programs pointing up the city's growth and including participation of various city departments and agencies.

Operation of the new TV outlet will be under supervision of Paul B. Mowrey, ABC's national director of television.

General theme of the opening program, aside from the commemorative aspect, will be the growth and progress of entertainment and of WJZ, now celebrating its 25th anniversary as New York's first station.

Edward J. Noble, chairman of the board of ABC, will launch the program from the ABC studios in Radio City, and Mark Woods, ABC president, will be heard at 7:45, prior to introduction of stars. Later a representative of FCC will speak from the studios of WMAL-TV Washington. Television pickups from ABC affiliates in Washington, Boston and Philadelphia, will be interspersed during the program.

The entertainment schedule comprises folk-dancing on the streets by the city's various national groups, interviews, a procession, fashion parade, and appearance of vaudeville, motion picture and radio stars, who will re-create some of their acts of other years. A major portion of the program, scheduled from 7 to 11 p.m., will originate at The Palace, famous Broadway variety house, before an invited audience of business, industrial and civic leaders. ABC's *Candid Microphone* will be televised.

Full cast of entertainers lined up for the program at The Palace includes Beatrice Lilly, Ella Logan, Paul Whiteman and 30-piece orchestra, Carlton Emmy, James Barton, Pat Rooney Sr., Mary Raye and Naldi, Buck and Bubbles, and Willie West and McGinty. Ray Bolger will act as m.c. Table pickups at ABC studios will flash images of such news personalities as Elmer Davis, Drew Pearson, Baukhage, Earl Godwin and Martin Agronsky; sportscasters Bill Corum, Don Dunphy and Harry Wismer, and other notables.

The crowds of Times Square and the lights of Broadway will serve as a backdrop for the street dancing and processionals. Inaugural will be climaxed with a surprise ending as the bands in Duffy Square pay musical selection symbolic of the history of the city.

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Dannenbaum Gets WPTZ Sales Post

A sales program is discussed by (l to r) Mr. Dannenbaum, Ernest B. Loveman, vice president and general manager of WPTZ, and Mr. McLean.

NEW commercial manager of WPTZ, Philco Corp.'s Philadelphia television station, is Alexander Dannenbaum Jr. [CLOSED CIRCUIT, Aug. 2], who left a similar post at WPEN Philadelphia early this month to head the WPTZ sales force.

Mr. Dannenbaum succeeds James D. McLean, who had been commercial manager of WPTZ since May 1947. Mr. McLean is now associated with the national operations of Philco and has been placed in charge of microwave television and communications radio relay equipment.

Mr. Dannenbaum, 36, is a veteran in Philadelphia radio. He joined the staff of WDAS in the Pennsylvania metropolis in 1935 and was with that station as secretary, treasurer and commercial manager, except for four years in the service, until he became associated with WPEN in December 1947.

Top Hooper Teleratings For July Are Announced

NBC television network weekly series, *Texaco Star Theatre*, won the top Hooper Telerating for sponsored programs during July. It secured a 40.5 rating.

The 9:30-10 p.m. period of the Democratic Convention on July 12 pulled a 46.4 Telerating. All New York City video stations were telecasting the Convention that half hour.

To Start Test Spots

MISS SWANK Inc., New York (slips, pajamas and blouses), will start a test spot radio campaign in New York Aug. 16 over WMCA WNEW WINS and WHN, in anticipation of a regional spot campaign covering several key markets. Ben Sackheim Inc., New York, is the agency.

P & G Scanning TV

PROCTER & GAMBLE, through its agency, Compton Adv., New York, is continuing its search for television programs and is surveying formats for possible sponsorship. Decision on video plans is expected to be made in about a month.

ABC COMMUNIST DOCUMENTARY

'The Daily Worker' Took a Dim View . . . Other Responses Reported Very Favorable

(See Editorial, page 52)

RADIO critic of *The Daily Worker*, who habitually chokes on the capitalistic air, last week had an editorial fit over a documentary program broadcast last Monday evening by ABC.

The program, he said, was "filled with misrepresentations, calculated dishonesties and malicious distortions," and it exhibited "the high moral standards of a goat."

What set *The Daily Worker's* teeth on edge was an hour-long program which took an unmistakably dim view of Communism in America. *Communism—U. S. Brand* laid bare the asserted methods of Marxist infiltration. Except for *The Daily Worker's* and a scattering of other complaints, the show was warmly received.

Robert Saudek, vice president in charge of public affairs of ABC, reported that within two days after the broadcast, and before mail from other portions of the U. S. could reach headquarters, more than 1,000 letters and telegrams had been received in New York. Of these 10 were adverse criticism.

In addition, uncounted telephone calls, of which even fewer than 10 were derogatory, were received at network headquarters. So great was the response not only from listeners but also from affiliated stations that the network elected to repeat the show yesterday (Sunday 9:30-10:30 p.m.).

Communism—U. S. Brand was more than a year in preparation, Mr. Saudek said. The script was written by Morton Wishengrad, a former education director of the International Ladies Garment Workers Union and a well known radio writer.

Robert M. MacIver, Lieber professor of political philosophy and sociology at Columbia U., served as consultant. The material used in the broadcast—a dramatization of how one man became a Communist and undertook party work in labor unions and various organizations—was taken from Marxist and party publications, from records of the House Un-American Activities Committee, from numerous general periodicals and from Professor MacIver's own voluminous records of party activities. The FBI was not consulted.

Mr. Saudek said that none of the complaints, save two, which came to the attention of the network were from persons of more than ordinary importance. *The Daily Worker* confined its bitter criticism to its editorial pages. The other objection of note was a telegram received from *The Dispatcher*, the fortnightly publication of the San Francisco International Longshoremen's and Warehousemen's Union, whose chief is Harry Bridges.

Warren Campaign Aided By Two Radio Executives

JOHN THOMPSON, director of news and special events for KNBC San Francisco, starts a leave of absence August 16 to become radio director of California's Governor Earl Warren's campaign for vice president. He will serve the Republican National Committee and will be assigned exclusively to Gov. Warren.

George McElwain, NBC field engineering supervisor at San Francisco, likewise is taking leave of absence to join Gov. Warren's nationwide campaign tour, as technical supervisor of radio broadcasts by the California candidate.

"But, Oscar, don't you think you're throwing yourself into this thing a little too much?"

Income Statement Released by CBS

First Six Months Indicate Decline From Same Period Last Year

NET INCOME of CBS for the 26-week period ending July 3, 1948, declined $631,270 below the figure for the corresponding period of 1947, the consolidated income statement for the network and its domestic subsidiaries indicates. The statement, issued last week, showed net income of $2,288,237 for the 1948 period and $2,919,507 for the 26 weeks ending June 28, 1947.

Gross income of $48,816,986 for the 1948 period likewise represented a decrease from that shown for the six months (26 weeks) ending June 28, 1947—$51,411,368. Income before federal income taxes in period ending July 3, 1948, also was below that of the 1947 period—$3,723,237 as against $4,718,707.

Earnings per share fell from $1.70 to $1.33 in the comparative 26-week periods. (The $1.33 earnings for the 1948 period were calculated upon the 1,717,352 shares of $2.50 par value stock outstanding as of July 3.)

Simultaneous with release of the consolidated income statement, the CBS board of directors declared a cash dividend of 50 cents a share on the present Class A and B stock of $2.50 par value. Dividend is payable Sept. 3, 1948, to stockholders of record at the close of business Aug. 20, 1948.

CBS outlay during the 1948 period for time discount and agency commissions, record returns, allowances and discounts amounted to $14,053,460. Deductions for operating expenses and cost of goods sold totaled $22,735,074. Other deductions: $7,979,098 for selling, general and administrative expenses; $510,420 for provisions for depreciation and amortization.

Mayo Promoted by WOR To Sales Manager's Post

WOR New York last week announced that Robert C. Mayo, account executive since 1940, has been named sales manager to replace Eugene S. Thomas, who resigned to become general manager of WOIC, Washington television station [BROADCASTING, Aug. 2].

Mr. Mayo

Mr. Mayo, who will assume his new position on Sept. 1, before joining WOR in 1940 was assistant to the sales manager of CBS sales division and a member of the WCBS New York sales department. He was on leave from WOR from 1942 to 1945, when he served as a lieutenant senior grade in the U. S. Navy.

AFM URGES REMOVAL OF AMUSEMENT TAX

MEMBERS of the American Federation of Musicians were asked last week by President James C. Petrillo to write their congressmen urging immediate repeal of the 20% federal amusement tax.

According to Mr. Petrillo, the tax has furthered "the current decline in the entertainment industry," and lessened job opportunities for union musicians. The AFM pledged itself to fight for repeal of the levy in a resolution passed early in the summer at the Asbury Park convention.

The AFM president said in letters to the union's 700-odd locals . . . " . . . the American Federation of Musicians has protested in the past against this tax and we have secured the cooperation of the American Federation of Labor, the 20% cabaret tax committee, state federations of labor, central trades and labor unions and many international organizations affiliated with the AFL . . . we have received communications from congressmen and senators who assure us that they will support the repeal of this tax. . . . "

Excise Tax Cut

CANADIAN excise tax on radio sets and tubes was changed at midnight July 31 from 25% to 10%, Finance Minister Douglas Abbott announced at Ottawa. The 25% tax had been in effect since Nov. 17, 1947. Import restrictions, to conserve U. S. dollars, on a wide range of products, including radio equipment, were not lifted, however. Dealers holding stocks on which the 25% tax was paid do not receive refund. Tax is paid by manufacturers, passed on in price to dealers.

MEMBERS of the NAB Engineering Executive Committee and guests who attended the Tuesday session of last week's All-Industry Engineering Planning Group (see story below) are pictured at the luncheon affair that day. Seated, l to r: T. A. M. Craven, vice president, Cowles Broadcasting Co. and NAB board liaison member; FCC Comr. E. M. Webster; A. James Ebel, technical director, WMBD Peoria and WDZ Tuscola, Ill.; FCC Comr. George E. Sterling, and J. R. Poppele, vice president and chief engineer, WOR New York. Standing, l to r: Neal McNaughten, assistant director, NAB Engineering Dept.; K. W. Pyle, technical director, KFBI Wichita; E. M. Johnson, director of general engineering, MBS; Jay W. Wright, CBS; Dixie B. McKey, consultant; Royal V. Howard, director, NAB Engineering Dept.; Oscar C. Hirsch, owner-manager, KFVS Cape Girardeau, Mo.; William Dettera, NBC; John H. DeWitt, president, WSM Nashville; J. W. Preston, ABC, and C. E. Arney Jr., NAB secretary-treasurer.

TV FREQUENCIES

Engineer Group Studies

PROBLEMS related to higher frequencies for television and standards for tape recording were discussed last week at the first meeting of the NAB All-Industry Engineering Planning Group, held at NAB headquarters in Washington.

The planning group, made up of the NAB Engineering Executive Committee, its network and consultant advisors, and representatives of all phases of the radio industry, is set up to provide enginering counsel and advice on broadcasting matters. It was formed as a result of a recommendation by the NAB Convention in Los Angeles last May.

The group explored the "state of present knowledge" of propagation characteristics and allocation problems, giving special attention to the 475-890-mc TV band. The status of TV's present 12 channels and the propagation problems of Channel 13 also were reviewed.

Details of the discussion were not announced but the consensus of opinion reportedly was to the effect that not enough is known about the high band, particularly the amount of power that would be necessary. Most of the group felt that the lower channels were stable. It was also agreed that should there be an upward shift, the same standards should be retained so as not to make sets obsolete.

Adopts Study Plan

In the related field of allocations for remote and mobile pickups, the group adopted the suggestion of Curtis Plummer, chief of FCC Engineering Dept.'s Television Broadcast Div., that an overall study should be made by NAB.

What is necessary, Mr. Plummer told the group, is "an integrated study of what you need and how you want it done and the possibility of integrating the whole thing with a minimum amount of frequencies, and last of all, the order of frequencies is needed."

To make the study, Mr. Howard appointed a committee headed by John H. DeWitt, president, WSM Nashville, and consisting of Oscar C. Hirsch, owner-manager, KFVS Cape Girardeau, Mo.; E. M. Johnson, director of general engineering, MBS, and E. K. Jett, vice president and director of radio for the Baltimore Sunpapers. The committee will investigate frequency allocation problems for broadcast, fixed and mobile services.

Reverse Stand on Tape

Reversing previous stands, the group came out in favor of two standards for tape recording, instead of one. It was felt that tape speeds should be held as low as possible and that high speed must have the characteristics to meet high-fidelity requirements in the 50-15,000 cycle range with distortion of less than 2%.

A minimum playing time of 34 minutes per reel was discussed and it was felt that speed variations should not depart more than five seconds in 30 minutes.

In order to effect economy of tape and a reduction of weight for portable equipment it was suggested that a second standard speed should be adopted which would be capable of reproducing up to 7,500 cycles.

It was expected that a high fidelity tape speed will be established within the range between 15 and 22.5 inches per second. This was deemed practical in view of improvements made in the German magnetophone at 30 inches per second.

Those attending the sessions in addition to the ones shown in the accompanying picture were Fred Trimmer, of the State Dept.'s International Broadcast Div.; Paul deMars, Washington consultant, and Mr. Jett.

FREE TIME

Denver Clinic Speaker Warns of Pitfalls

IN THE opinion of Neville Miller, former NAB president, the most pressing question facing broadcasters in coming weeks will be the interpretation of speeches to determine their political content.

This prediction was sounded by Mr. Miller at the U. of Denver's Second Annual Small Market Radio Clinic July 30. Mr. Miller is conducting the first week's session on radio law concerning the local station manager.

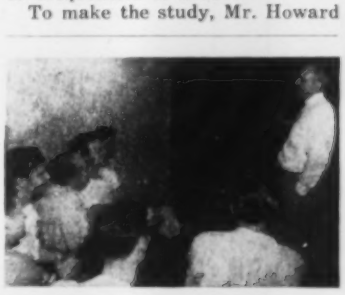
"The heightening political campaign will present many novel legal questions for the broadcaster," Mr. Miller observed. He pointed out that with Congress in special session during a campaign period it will be difficult to determine if a man is speaking as an incumbent Senator or Congressman or as a candidate for re-election.

Mr. Miller declared that, in light of FCC rulings on equal political time, many station managers will have to closely watch the words of legislators in their home districts. If a candidate injects a plug for his re-election, opposition candidates will demand equal time, Mr. Miller warned.

"This problem is only one of many that face station operators," Mr. Miller explained. "So I am pleased to be able to point out some of the legal pitfals to (clinic) participants."

Rex Howell, station manager of KFXJ Grand Junction, Col., was scheduled to speak this week on the subject of public relations for the "grass roots" radio men.

Succeeding speakers during the week of Aug. 2-6 will include Howard Abrahams, National Retail Dry Goods Assn.; J. Allen Brown, NAB assistant director of broadcast advertising, and Arthur Stringer, NAB radio news consultant. The clinic is being conducted by R. Russell Porter, the university's coordinator of radio training.



A station problem is explained to clinic participants by Mr. Miller.

27 FM Terminals Slated by AT&T

Nine Available, Eight Under Construction

AT&T NOW HAS nine terminals available for 15,000-cycle intercity FM service, has eight others in the process of manufacture and slated for availability "by the end of the summer," and has ten others on order, according to a letter from the telephone company released by FCC last week.

The report was submitted in response to an inquiry made by FCC after the FM Assn. filed a petition declaring that AT&T's previous representations with respect to 15,000-cycle service had not been realized and asking for further conferences on the subject [BROADCASTING, July 19]. The telephone company said that if FCC regards another conference as desirable, "we shall, of course, be glad to participate."

Discussing the availability of 15,000-cycle facilities, AT&T said three terminals of the 1941 type and six of the new type are now available. Installation of four of the new type was completed last month, the letter noted: two at New York and one each at Washington and Chicago, all usable for transmitting or receiving. The remaining two of the new type "are available for installation to meet service requirements on about three weeks' notice," the company said, pointing out also that the locations of those already installed can be changed within the same length of time.

Points Served

Facilities for a 15,000-cycle network which would permit either transmitting or receiving at Washington, Baltimore or Alpine, N. J. (location of FM Inventor Edwin H. Armstrong's stations) similarly could be set up on three weeks' notice, AT&T declared. The company said this was the only outstanding "specific" request it has.

Of the eight terminals under construction, AT&T said "these . . . will be held ready for installation on about three weeks' notice at points where they are required to meet the needs of the industry." The company continued:

These arrangements are in keeping with the statements made at the January conference that we expected to have 15 terminals by the end of the summer. Beyond this, we have ordered the manufacture of 10 more terminals and they are expected to become available by the early part of 1949.

AT&T also reported that 15,000-cycle service was furnished from Washington to Alpine from Feb. 19 to May 26, and from Philadelphia to Alpine from June 20 to July 19, and that similar service is slated to begin today (Aug. 9) from Washington (transmitting) to Baltimore and Alpine (both receiving).

BALTIMORE

Papers Join Stations In Gag Rule Melee

WHILE five Baltimore stations awaited Oct. 1 contempt hearings for broadcasting crime news [BROADCASTING, July 26, Aug. 2], two Baltimore newspapers entered the spotlight last week for their treatment of a new murder case.

One paper, the *News-Post*, following orders of an associate justice of the Baltimore Supreme Court, deleted key portions of its account of the strangulation of an 18-year-old girl, allegedly by her fiance.

The newspaper had asked the justice his opinion of what could be printed about the case without violating the court's strict rules regarding reporting of crime news. The jurist advised the paper that the reported confession, police statements and pictures of the death car could not be used because such information might be used in a court trial.

The *Baltimore Evening Sun*, however, sought no opinion and carried a full account of the girl's slaying. It was thought that the paper either played dumb or took a chance on escaping contempt charges in printing those portions which the *News-Post* explained in parentheses could not be printed. The *News-Post* also ran a Page 1 box printing the controversial court Rule 904 and explaining how it prevented publication of details.

Both newspapers had carried full accounts of the crime in early editions on the assumption that it was committed outside of the Baltimore city limits and therefore outside the jurisdiction of the censorship rules.

When a later report revealed that the suspect told police the murder was committed in Baltimore, the *News-Post* then sought the jurist's opinion rather than risk violating the "gag rule." The *Sun*, though it made no deletions, claimed to have done some "self-censoring" of statements which appeared in its early story.

Five stations—WITH WBAL WCBM and WSID Essex, Md.—and James Connolly, WITH news editor, already have been cited for contempt [BROADCASTING, July 26]. Action against them is based on a local rule prohibiting disclosure of statements made by an accused person after his arrest and also restricting publication and broadcast of other crime news.

Though the rule is now local, a movement is underway by a committee of Circuit Court judges to make the ban statewide in Maryland. The policy upon which the rule is based has been discredited by the U. S. Supreme Court in the past.

Meanwhile, the board of governors of the Maryland Press Assn. at a July 31 meeting voiced its disapproval of the rule, terming it unconstitutional and "dangerous."

Adding its voice to that of NAB, ANPA and others, the association also expressed its support of the five Baltimore stations cited for contempt.

Representatives of some 20 Maryland weekly and daily newspapers attended the session called by Glenn T. James of the *Centerville Record-Observer*, president of the association, who termed the rule unconstitutional.

John Worthington of the Bel Air *Aegis*, was named to head a three-man committee to draft resolutions. Other members appointed were E. M. Jackson Jr. of the *Annapolis Evening Capital*, and G. Bowie McCeney of the *Laurel News-Leader*.

Mr. McCeney said the rule is "dangerous" because it not only infringes upon freedom of the press but also because it could "open the door to corruption in official circles." He added that "if public officials knew that whatever they did or said would not be made public, it would create a dangerous situation for the public."

The *Washington Post*, in an editorial last Wednesday, continued to attack the rule and lauded the *News-Post* for "rendering a public service by exposing the absurdity of this rule."

"We think it impossible," said the editorial, "to reconcile such a blanket prohibition on the publication of news with the principle enunciated by the Supreme Court of the United States that courts may cite the press for contempt only when its acts constitute a 'clear and present' danger to the administration of justice."

PETRILLO HAND CALMS NEW YORK AFM LOCAL

A GUARDED PEACE prevailed last week within New York Local 802 of the American Federation of Musicians, which has been torn by internal controversy, with both warring factions claiming victory.

Neutral observers, however, pointed out that AFM President James C. Petrillo, to whom leaders of the dissident "Unity" group appealed for aid in their struggle against the local officers, weighted his decision heavily in favor of the latter. Mr. Petrillo upheld the action of 802's executive board in suspending four of the "Unity" men from key local positions.

The dissidents, on the other hand, were placated with a ruling from the AFM boss that the site of regular monthly meetings was to be decided by majority vote—i.e., on the local's exchange floor rather than at New York's Palm Garden.

The local's regular monthly meeting is to held at the latter spot today (Aug. 9). The union's last membership meeting broke up in a near-riot after fist fights between members of the rival factions.

Union Rift Causes Dropping of Opera

DROPPING of broadcasts of the Metropolitan Opera and possibly the *Metropolitan Auditions of the Air* on ABC was indicated last week when the Metropolitan Opera Assn. announced cancellation of all of its plans for 1948-1949 season.

The reason for cancellation was given as final failure to reach agreements with the 12 unions representing the employes of the Metropolitan. In the face of an approximate deficit of $220,000 during the 1947-48 season, the board declared it would be "unable to meet the demands for wage or other cost increases."

The Texas Co. has sponsored broadcasts of the opera Saturday afternoons on ABC since December 1940 for 18 weeks each season, while Farnsworth Radio and Television has carried the auditions on Sunday afternoons since January 1948. Both firms had indicated they would renew the programs this fall. The Texas Co. has not yet revealed its new plans for this fall.

Buchanan Co., New York, and Warwick & Legler, New York, represent the Texas Co. and Farnsworth, respectively.

It was reported that there is possibility of the network broadcasting operas from its own studios.

Local 802 of the AFM said, in a statement by Secretary Charles Iucci released after the Metropolitan Opera announcement, that the union "deeply regrets what it considers an inexplicable decision of the Metropolitan Opera Assn. to cancel the coming season . . . The Musicians Union, on its part, after protracted negotiations reluctantly withdrew its demand for a wage increase . . . Despite the fact that it has not received a wage increase in the last two years, a period during which living costs have soared . . . Our single request upon the Metropolitan has been for the establishment of unemployment insurance and old age benefits . . . Local 802 stands ready to continue further negotiations because we recognize the responsibility of our organization to the music-going public . . ."

TV Set Radiation Limit Is Recommended to RMA

ADOPTION of standard radiation rating of television receivers has been recommended to Radio Manufacturers Assn. members by the executive committee of the Receiver Section, RMA Engineering Dept. Purpose of the move, according to RMA, is to improve operation of TV receivers through limitation of video set radiation.

Recommended limit of radiation, as stated in the proposed standard, for Channels 2 to 6 inclusive is 25 volts per meter.

The standard was recommended by the RMA Committee on Television Receivers.

NEW HOOPER REPORT GIVES

AFTERNOON

STATION-PREFERENCES

IN "IOWA PLUS!"

NOW you can know what stations are listened-to most in ALL THE 116 COUNTIES IN "IOWA *PLUS*"—as well as in Polk County (Des Moines), which accounts for only 6% of the area's population.

C. E. Hooper, Inc. polled a scientific cross-section with the question: "To what stations do you and your family listen most frequently or the most time?" The resulting Report lists the percentage of mentions given each station with 1% or more.

AFTERNOONS, WHO GETS 27%
NEXT STATION GETS 8%!

For the period 12:00 Noon to 6:00 PM, WHO was rated first by 27% of respondents. Eleven other Iowa commercial stations polled 1% or more. The combined rating for all these stations totalled 32%.

We believe these figures from the Winter 1948 Listening Area Coverage Index support WHO's philosophy that *People listen most to that station whose programming pleases them best, whose Public Service arouses their greatest loyalty, and whose commercial necessities are handled most sensibly.*

Write for availabilities—or ask Free & Peters.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, President • P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

L&M TV SURVEY

Envisions Gold and Grief

"THE 49'ers of television have stirred up an excitement that is a fitting centennial for the original goldrushers and there will undoubtedly be many parallels between these two hectic events, including the grief as well as the gold"—so observes Lennen & Mitchell in a foreword to its brief though comprehensive appraisal of current and future TV facilities, programs and audience (as of July 15).

Of the gold, L&M says: "A surprising amount of money has been put down on the table and the wheel is spinning. We are positive that nobody knows where it will stop."

It is the "grief" leading to that bonanza, however, with which the agency's study concerns itself primarily. Thus, the same wheel becomes at once a vicious circle.

Key factors in a nugget, the study points out, are these: Increased TV set circulation, better programming (television's veritable "stepchild"), operative leadership by networks, a reappraisal of talent costs, and purchases by mass market advertisers of choice network time franchises in the near future, or at least immediate consideration of television as an advertising-selling medium.

Key Factors

L&M prefaces its survey with these glittering nuggets:

● Cost estimates for the next several years covering stations and sets alone (exclusive of program tabs) are expected to approximate $800,000,000, a figure which also represents "the public's admission costs in the form of set investments."

● Ten percent, or $80,000,000 represents construction cost covering allocation of TV stations.

● Advertisers—335 of them in mass markets (who have doubled since last October)—will put up not less than $10,000,000 for programs this year. Amount is small compared to radio advertising placed last year ($447,000,000), but it's the trend that's significant. NBC alone, which envisions video as a six billion dollar-a-year business, expects to realize a 375% increase, according to L&M.

AM-TV Comparison

The use of television, whose rapidity of growth has surpassed that of radio in comparable years of 1922 and 1923, has catapulted it far ahead of "blind" radio in homes owning both TV and radio sets, the agency maintains. Such is the advantage that mediocre or poor TV programs offer stiff competition for aural radio's outstanding shows. Basis for the contention are figures from surveys by Pulse Inc. and C. E. Hooper Inc. "Television packs sales dynamite and the evidence proves it," says the agency in quoting figures on actual listenership, high sponsor identification and reported purchases stemming from video commercials.

For that reason advertisers are warned: "We believe the only safe and fundamental viewpoint to take is that television . . . is going to be with us—and with you—whether you want it or not."

Some not so glittering statistics: (1) 39,890,100 people live within range of operating stations; (2) 2,315,500 are reported to be regular viewers, and (3) 384,550 sets (75% in and around eastern network cities, 50% in New York alone). Set boost (from 8-10,000 in June 1946) is impressive but infinitesimal alongside radio's 66 million radio sets in 37 million homes.

Coverage Not Great

Percentage-wise television's coverage is less than impressive: Less than 6% of the population are viewers (coverage of New York's population is no better than 10%), while as much as 28% of total population lives under the umbrella of TV coverage. The survey poses the obvious problem: Placement of more sets as the "quickest means of expanding circulation."

The prospect for such a set boost (and ultimately for a drop in average set prices from $600 now to $150 four years hence) is encouraging if not rose-hued. The forecast: 870,000 sets by the end of 1948; 2,470,000 by 1949, and no more than 13,570,000 by 1952. (Manufacturers have increased from five in 1946 to the present 46.)

Expansion Question

What of territorial expansion? Television, now reaching 130 market areas with 29 stations, has a ceiling of 400 stations covering 140 select markets of 50,000 or more population—a coverage of 99,400,000 is ultimately possible. Total coverage of the U. S. would be between 40% and 50%. Within six months, a figure of 45,000, or 32% of the U. S. total, is predicted.

As for prospective station operators and advertisers, the current rush into television reflects their conviction that "if they are to get into television at all they had better get into it in a hurry," according to the study. Reasoning is

(Continued on page 80)

WSIX sells again!

Pleased as punch with her new cabinet or headed for a lawn chair in the shade. Either way WSIX helped make another sale for one of Nashville's leading furniture stores. Winter or summer WSIX has been on the job for this company seven days a week for over eight years. Quite a record! And it shows WSIX sells again and again throughout Nashville's 51-county retail trade area. Let WSIX help you do a better sales job, too.

ABC AFFILIATE

5000 W • 980 KC

National Representatives

THE KATZ AGENCY, Inc.

WSIX-FM • 71,000 W • 97.5 MC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

He Likes An Audience

Jo-jo, the 2-year old chimp in the picture, is unhappy. He loves bananas, but nobody's watching him eat this one. And without an audience, life just doesn't seem worth living to poor Jo-jo.

Radio advertisers are pretty much that way, too. Except that they want a BIG audience at a LOW cost.

Maybe that explains the phenomenal success of station W-I-T-H in Baltimore, the BIG independent with the BIG audience. For W-I-T-H delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore area.

So if you're not using W-I-T-H now, and you want low-cost results from radio in Baltimore, call in that Headley-Reed man today and get the whole wonderful story!

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

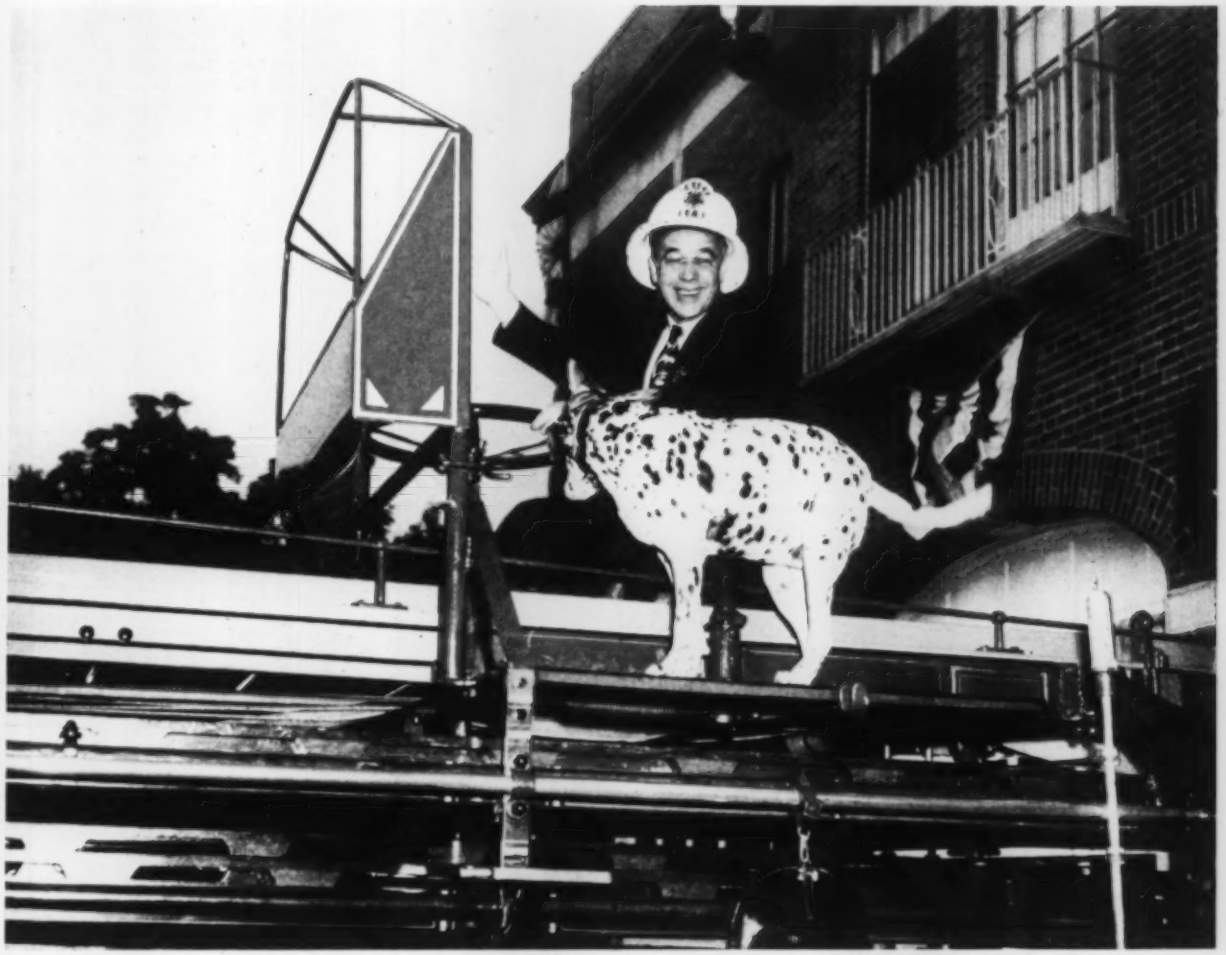
"JOHN'S OTHER

before and after

THE LOTHARIO on the left, is John Gambling as he was 25 years ago when he first came to WOR. Today he has more chin and does more chinning with his listeners in the 14 states where WOR can be heard in the daytime. His 7:15 A.M. "Musical Clock" show, a homey chowder of jokes, joshing and jive-less tunes that touch the heartstrings, is probably the oldest program in radio. During John Gambling's day, many a personality has flashed into popularity and dived back into oblivion. Not John. His listeners stick. So do sponsors. Bond Clothes has sponsored him on WOR for 9 straight, long, productive years. In 23 years, the WOR "Musical Clock" has almost never had to go sustaining; a record rare in radio. The experienced radio advertiser knows that John's grip on the affections of people, is worth its weight in signed contracts.

LIFE"

The way WOR's John Gambling makes money for sponsors is a radio epic.



causes, crusades and cash

When Bloomfield, New Jersey, held its "Salute to Bloomfield Day", the town corraled "a number one drawing card" to emcee the big shindig. "Number One" was WOR'S John Gambling. Fifteen-thousand people had their insteps gouged trying to get a squint at him. They felt they knew him like a brother. Little Mamie and Mom had been listening to him on WOR almost all their lives. Grandma has been coddling eggs to the sound of his voice for 25 years. John Gambling had a good time in Bloomfield, too. He steered the tiller wheel on the hook and ladder.

The Bloomfield safari was nothing new to WOR's John. He gets round 'N' round, 'N' round. Appears at causes. Appears at sales meetings, testimonial dinners and dealer get-to-gethers for sponsors. The salesman in him knows that the more friends he makes for WOR and John Gambling, the more CASH he rolls up in sales for his advertisers.

continued

"JOHN'S OTHER LIFE" *continued*

"we named him John, for you!"

Others have had babies named for them; WOR's John Gambling's prize "take" was a bull. For the farm woman who christened her critter "John Gambling", it was a singular sign of affection.

Less spectacular, but touching, are the tributes John Gambling receives from a mass of the 29,300,000 people who can hear WOR in the daytime. He gets well over 1,000 letters a week from people who just want to tell him things. Most begin "Dear John". Listeners nag WOR's program boys for more of John, so he has a 6:30 A.M. show, too — and usually does a few afternoon stints, as well, which is nice for everybody, including advertisers. For WOR listeners take Gambling's word as gospel. If he recommends a product, they breeze right out and buy it.

molars and music

Thousands of school kids thump their toothbrushes to John Gambling's 7:15 A.M. music over WOR. The uncomplimentary reason? To hear whether he announces "no school today". As "public institution number one" John Gambling is official school-closer for some 500 schools hereabouts; in case of epidemic or epileptic weather. He once broadcast "no school" BY MISTAKE and 90% of the scholars stayed home. A milkman heard him and failed to deliver. All of which gives us a thought; some maker of a children's product could cash in mightily by advertising on John Gambling's WOR show.

by special decree

WOR's John Gambling recently received a scroll which reads: "For many years John B. Gambling has resided in the hearts of the citizens of the town of Bloomfield, and by means of his "Musical Alarm Clock" has sped them to their many and sundry duties". Over the past 25 years, John's WOR programs have sped millions of citizens into stores. He has sold everything from hash, to crackers, to clothes, to razors.

When he first advertised a canned meat product, the whole eastern seaboard broke out in a rash of hash. In the first six months, hash sales increased 500% over the comparable period of the previous year! A few weeks ago, WOR's John Gambling offered any listener 5 free razor blades. He pulled 3,000 requests in 5 days.

WOR

— heard by the most people

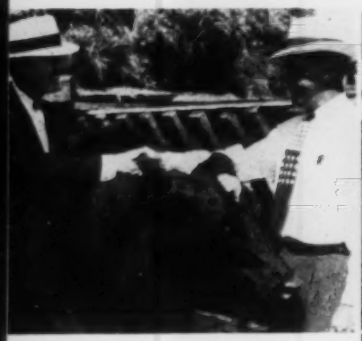
where the most people are

mutual

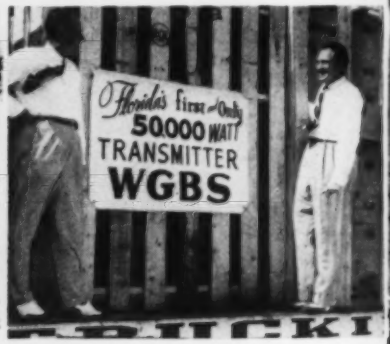
Radiorama

LARGEST "FAMILY" of broadcasters at NAB 4th District meeting was headed by Harold Thoms (at head of table), stockholder in Inter City Advertising Co. (WAYS Charlotte, N. C., WKIX Columbia, S. C., WCOG Greensboro, N. C.) and owner of WISE Asheville, N.C., WHHT Durham, N.C., WEAM Arlington, Va. Clockwise, from Mr. Thoms, are Mrs. Thoms; Joe Herget, WHHT manager; Horton Doughton of Inter City; B. T. (Bevo) Whitmire, Inter City and manager of WFBC Greenville, S. C.; Mrs. Goan; Walter Goan, manager of WAYS and WCOG; Mr. Graves, a non-broadcaster; Mrs. Moore; Durham Moore, manager of WKIX.

WINDING UP plans for West Coast radio engineers convention in Los Angeles Sept. 30 are (l to r) L. W. Howard, president, Triad Transformer and West Coast Electronics Mfrs.; Robert Sink, Consolidated Engineering; Loyd Sigmon, KMPC Los Angeles chief engineer and convention chairman. Convention will be held at the Biltmore Hotel.



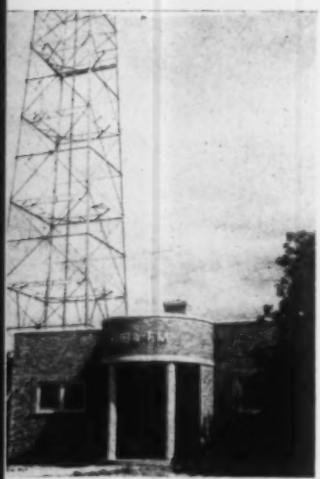
THE COW looks unconcerned, but the audience was impressed with the first livestock market report on KELO Sioux Falls, S. D., by Les Harding (r). He is congratulated by Ted Matthews, KELO v. p. and commercial manager.



PROUD of their new RCA 50-kw AM transmitter for WGBS Miami are George B. Storer (l), president of Fort Industry Co., licensee, and Stanton P. Kettler, managing director of WGBS. The Miami station lays claim to having the first and only 50-kw transmitter in the state.

WBAP-TV Fort Worth, gets its first sponsor, G. A. Mabry (r) of Humble Oil & Refining Co. Happy spectators are Roy Bacus (l), WBAP-TV commercial manager, and Kern Tips, Franke-Wilkinson-Schiwetz & Tips Agency. Debut of WPAP-TV will mark first television service in Texas.

LIONS CLUB citation for community service is accepted by Milton Bacon (r), assistant to the general manager of WCBS New York, on behalf of the station. Alexander Wells, past international Lions Club president, presents the plaque.



NEW TRANSMITTING plant for WIBA-FM Madison, Wis., has been completed at Blue Mounds, 26 miles west of Madison on the second highest point of land in the state. The station, operated by the Badger Broadcasting Co., uses a 345-ft. Blaw-Knox tower with 8-bay Western Electric "cloverleaf" antenna. WIBA-FM operates on 101.5 mc, Channel 268, with effective radiated power of 45,000 w. WIBA-FM is the sister station of the 5 kw AM WIBA in Madison.

RESULTS of a trip into the wilds of Wyoming are these trout held by (l to r) DeWitt Landis, manager of KFYO Lubbock, Tex.; Barney Ogle, KRGV Weslaco, Tex., and O. L. (Ted) Taylor, Taylor-Howe-Snowden.

NEW Magnecorder is demonstrated by Leroy Beier (second from left) to (l to r) H. A. Engel, WHA Madison, Wis.; Al Satterfield, Radio Supply Co.; H. B. McCarty, WHA station director; D. J. Voegeli, WHA.

A $5,000 check for Bob Jones Polio Hospital Building Fund goes to Bob Jones (at microphone), m.c. of WBIG Greensboro, N. C., from George Baldanzi, executive v. p. of Textile Workers Union of America (CIO). Mr. Jones' fund, one of the many radio-polio activities, had raised well over $50,000 at last report.

GLORIA SWANSON HOUR...fashions, interviews, homemaking...four fifteen minute periods weekly.

EXPLORING...fashions, food ... dancing ... every week.

THE DRAWING GAME...Puzzles ... Rube Goldberg ... weekly ...

Twenty-four TV programs . . . a variety of studio presentations and remote pickups that include practical help for the homemaker, teen age entertainment, lively children's shows . . . comprehensive coverage of the news, special events, sports...movies, drama, comedy...provide WPIX with a wide range of presentations to intrigue the interest of viewers—or advertisers! . . . in a major market big enough now to make the medium mandatory for any advertiser concerned with creating comment among customers, building business and better sales!

For details, time rates and production costs on currently available programs . . . call or write, WPIX, 220 E. 42nd St., New York 17 . . . or WPIX representatives out of New York, Free & Peters, 444 Madison Ave., New York, 22.

WPIX

NEW YORK CITY • CHANNEL 11

Yes, you're in for a surprise when you take a look at the York radio scene. Here in the heart of the rich agricultural-industrial South-Central Pennsylvania region are three radio stations . . . two network affiliates and WNOW, York's only independent. You might think the picture would be pretty gloomy for us, wouldn't you? FAR FROM IT! We're doing all right, and how!

You see, we sized up the situation and began a policy of Personalization and localization of all programs. We follow up all local sports faithfully, and play lots of good music. We answer all requests, and have set a keynote of informality for our announcing staff. Results? BROTHER, AND HOW! You too can learn why it pays to advertise with WNOW! We're equipped with facts and figures, to prove that York's *Personal Station* reaches more homes with request programs than any other station in the York area. Result . . . all our sponsors profit!

After all, everybody likes to listen to what his friends have to say. Pennsylvanians are no exception . . . and in York, WNOW is everybody's friend. That's why we get RESULTS. If it's the York trading area you're thinking about, and if it's RESULTS you want, you need WNOW!

WNOW

YORK'S PERSONAL STATION

Progress Reported On Tape Standards

SUBSTANTIAL progress toward establishment of standards for tape recording was reported at a meeting of NAB's Recording and Reproducing Standards Committee in New York July 30.

Dr. S. J. Begun, of the Brush Development Co. and chief of Project Group D of the NAB committee, which is assigned to develop tape recording standards, made the report. Dr. Begun's group was urged by Royal V. Howard, NAB Engineering Dept. director, to complete work on the project at the earliest possible date. The group was also asked to investigate the lowest possible tape speed which would meet high-fidelity NAB standards.

Dr. Begun's group is composed of Price Fish, Columbia Recording; Dr. D. G. C. Hare, Dearing-Milliken Research; W. E. Stewart, RCA-Victor; Col. R. H. Ranger, Rangertone; R. H. Roys, RCA; M. J. Stolaroff, Ampex; R. F. Bigwood, ABC; C. G. Baker, Magnecord; and R. Marchant, Minnesota Mining & Manufacturing Co.

Present at the executive committee meeting were Chairman Howard; Robert M. Morris, ABC, executive committee chairman; J. C. LeBel, Audio Devices Inc.; Howard A. Chinn, CBS; C. R. Sawyer, Western Electric; Roland A. Lynn, NBC; George M. Nixon, NBC; Neal McNaughten, NAB, and Dr. Begun.

Semi-Annual Mississippi Group Meeting at Biloxi

MISSISSIPPI Broadcasters Assn. will hold its semi-annual meeting Oct. 9-10 at Biloxi, the association's executive committee decided at a meeting held July 25 in Jackson. The group also completed the schedule of U. of Mississippi and Mississippi State College football games to be carried by member stations this fall.

Attending the meeting were: Hugh Smith, WLAU Laurel; Bob Wright, WTOK Meridian; Bob Evans, WELO Tupelo; Wiley Harris, WJDX Jackson; Bob McRaney, WCBI Columbus; Mac Sepaugh, WSLI Jackson; Chuck Wright, WFOR Hattiesburg; Emmett McMurry, WJPR Greenville, and Gene Tibbett, WLOX Biloxi.

Kaltenborn Scholarship

H. V. KALTENBORN, veteran news commentator, has established a $500 yearly scholarship at the U. of Wisconsin, with emphasis on news presentation and analysis. To encourage study in radio, Mr. Kaltenborn has created a $15,000 trust fund, earnings from which will go yearly to a junior or senior year student who can qualify on the basis of financial need, scholarship, special aptitudes and interest in some phase of broadcasting. The first scholarship will be awarded for the fall term.

FARM FIELD DAY

Grassland Farming Stressed In WMT Demonstration

CLIMAX to a year of promotion for better farming by WMT Cedar Rapids, Iowa, was reached Aug. 6 at its third annual National Farm Field Day. Emphasis was placed on grassland farming—attention to more and better forage crops.

For years, the station reports, the big push in farming has been more corn, more wheat, more oats, more soybeans, more pigs. Hay and pasture have been neglected in cornbelt farming.

For the past year WMT, with the help of Iowa State College and soil conservation experts, has been stimulating new interest in more and better forage. Last winter over 1,000 farmers gathered at WMT's invitation to discuss the place of better forage in modern farming.

WMT reports that nearly 50,000 people gathered last Friday to see the grassland farming demonstration, including every phase from seeding to drying. Leading manufacturers displayed close to half a million dollars worth of equipment and prizes were given for the best home-made farm machinery.

Feature of Week

(Continued from page 12)

their first names—many of them carryovers from his days as a newsie—he lured Roy into sales. After he had served on Hearst's Western national advertising setup for several years, Roy looked for a new challenge. He found it in radio.

A year in Blue Network spot sales under Gil Berry, former All-American football star at the U. of Illinois, prepared him for Mr. Berry's job when the latter was promoted to network sales manager in 1944. When the Blue became ABC, Roy was named manager of WENR, a network-owned and-operated station.

L & H in Radio

The McLaughlin touch was best demonstrated last year when Roy brought Lyon and Healy, Chicago's famous music store, into radio for the first time. He sold L. & H., then 82 years old, an hour of time to advertise the opening of its new store in suburban Evanston on Chicago's North Shore. Lyon and Healy later bought a half-hour program for 26 weeks, special Thanksgiving and Christmas hourly shows, and an hour announcing the opening of its new North Michigan Ave. retail outlet.

"You can inject personality in radio," says Roy McLaughlin. "You can never put it into cold type."

'CURTAIN TIME,' Chicago-originated Mars (candy bar) show, will shift from its Saturday, 6:30 p.m. (CDT) spot Oct. 6 to Wednesdays at 9:30 p.m. [BROADCASTING, July 12]. Grant Adv. Chicago, is agency.

NOW... AS ALWAYS wnox IS IN

FIRST PLACE IN KNOXVILLE

ACCORDING TO C. E. HOOPER

DESPITE TELEPHONE GIVEAWAYS ON ALL OTHER STATIONS

WNOX is the O-N-L-Y Knoxville station not trying to buy an audience with telephone giveaways—and—despite countless local telephone stunts of every kind *ON ALL OTHER* Knoxville stations—WNOX is now—*AS ALWAYS*—in first place *DAY* and *NIGHT* according to the latest Knoxville Hooper Report (Winter-Spring). For smart time buying—see the Winter-Spring Knoxville Hooper. Learn more about the loyal WNOX audience that cannot be *BOUGHT* or *BRIBED* by other stations. ALSO, see how WNOX programs beat the big shows on the other major network Sunday night.

CALL A BRANHAM MAN FOR AVAILABILITIES

CBS REPRESENTED BY The BRANHAM Co.

wnox

10000 WATTS • 990 KC • KNOXVILLE, TENN.

EAST TENNESSEE'S NUMBER 1 STATION

SCRIPPS HOWARD RADIO INC. WITH WNOX THE KNOXVILLE NEWS SENTINEL

FIRST PLACE — NOW — AS ALWAYS

FCC UPHOLDS WJBW's DENIAL OF LICENSE

FCC last week refused to back down from its decision denying the license-renewal application of WJBW New Orleans and granting the application of the licensee's divorced wife for a new station using WJBW's assignment [BROADCASTING, May 3].

The action clears the way for an appeal to the courts. Spokesmen for Charles C. Carlson, licensee and founder of WJBW, have served notice they would take this course if necessary.

FCC's denial of renewal was based on engineering grounds. In its ruling last week, the Commission refused to grant Mr. Carlson's requests for rehearing, reconsideration and grant, further hearing, or oral argument on his application for rehearing and, or re-argument of the case.

WJBW currently is operating on temporary license which expires Aug. 31. Mrs. Louise C. Carlson, former wife of WJBW owner, has a grant for use of the facilities, 1230 kc, 250 w, full time.

Meeting of Agency Group Set for Spokane Aug. 18

A SERIES of discussion groups on television, radio, agency operation and media selection will highlight the annual three-day meeting of the Affiliated Advertising Agencies Network, beginning Aug. 18 in Spokane, Wash.

Virgil A. Warren, head of the Spokane agency bearing his name, will be moderator of the series. Representatives of the 37 agencies who are members of the Network will participate in the discussions. Other members of the meeting committee include Adolph L. Bloch of the Adolph L. Bloch Adv. Agency, Portland; Robert B. Young, of the Robert B. Young Adv. Agency, San Francisco, and Gordon Smith, who heads his own agency in Yakima, Wash.

Parade Crowds on TV

CROWDS which jammed the curbs along the parade route during the Minneapolis Aquatennial festivities July 23-Aug 1 saw themselves on television as the Twin City Television Lab's mobile unit passed by. The unit is a huge bus with television equipment inside. A camera using 6-inch and 20-inch telephoto lenses was mounted atop the bus. Persons along the parade route saw their pictures on two 15-inch DuMont television screens mounted on each side of the bus. Inside the vehicle was a 5,000-w generator which supplied power to the video equipment. A 3-way inter-communications set kept cameraman, engineer and bus driver in constant touch with each other.

BIG TV BOOM

Folsom Puts '49 Output At 1½ Million Sets

THE TELEVISION boom has exceeded even expectations of the most optimistic industry leaders, according to an appraisal of the field made last Wednesday by Frank M. Folsom, executive vice president of the Radio Corporation of America in charge of the RCA-Victor Division in Camden, N. J.

Mr. Folsom told those attending the Western Radio and Appliance Trade Dinner, held in connection with Western Summer Market Week, in San Francisco, that he expected the industry to produce more than 850,000 receivers and thought that more than 60 video stations will be in operation by the end of this year. Currently, he said, about 500,000 television sets are in the hands of the public and 31 television stations have taken the air.

As the result of the public's enthusiastic acceptance of video, Mr. Folsom felt that the industry in 1949 could be expected to turn out 1,600,000 receivers, representing a potential retail business of more than $400,000,000. This, he maintained, was a conservative estimate.

Present plans call for the opening of two television stations in San Francisco this fall and a third before the year is over, Mr. Folsom, who is in charge of the RCA Victor Division, told an estimated 1,000 radio and appliance distributors and dealers attending the dinner. He disclosed that an RCA Victor survey indicated that San Francisco in 1949 can expect a television receiver business with a retail dollar volume of more than $10,000,000.

The foundation of television's success, Mr. Folsom said, is service to the public such as the coverage of the national political conventions recently concluded in Philadelphia, providing televiewers in their homes and public places a better view of the proceedings than could be had by delegates in Convention Hall. About 10 million people "sat in" on these conventions by television, he said, giving the medium its greatest impetus to date.

"Proud as we are of the business stature television has attained," he said, "we're even prouder of the many excellent ways in which it has served and will continue to serve humanity. We can envision for it major roles in education, religious teaching, industry, and in the military field. The war speeded developments in military uses of television, and before it ended, the medium was finding important applications in drone planes and guided missiles. Television will more than ever contribute to our country's present and future welfare."

"In the field of education, television promises to be a long-sought method for the teaching of medicine and surgery," the RCA Victor executive stated. He cited the statement of Dean J. Roscoe Miller, of Northwestern University Medical School, after RCA televised surgical operations for about 12,000 physicians and surgeons at the American Medical Assn. Convention in Chicago last June, that, "a revolution in teaching methods is in sight. With television, all students see exactly what the demonstrating surgeon wishes them to see."

Video in Education

"Organizations interested in adult education have also found television an effective tool. By familiarizing hundreds of thousands of members of the television audience with what goes on in the other fellow's church, it can greatly strengthen inter-religious understanding," Mr. Folsom observed.

In this connection, Mr. Folsom said, Bishop L. L. Scaife, of the Episcopal Diocese of Western New York, whose ordination was televised to an audience of 30,000 in Buffalo churches, has declared that television "can vitally supplement and enhance religious teachings. I can foresee television receivers in churches, parish houses, and other departments of the church where they will prove an invaluable educational medium."

"Our culture and knowledge have been advanced through television visits to museums, art centers, and the theatre, opera, and ballet," Mr. Folsom declared. "The 'personal theatres' of television have made confinement much more bearable to men in veterans' hospitals and to other shut-ins."

Asserting that the press reaction to television is another important indication of its present stature and future prospects, Mr. Folsom pointed out that major newspapers in virtually all television areas have already devoted special sections of many pages to the subject, while trade publications have given unstinted recognition to the increasingly excellent program material being telecast.

"Complete coast-to-coast television networks are expected to be in operation by the end of 1952, but even before that time, regional links will connect San Francisco with its municipal neighbors," he said. "With the West and the East linked by networks, national advertisers, no longer restricted to individual local programs or shows on film, will present even finer talent in programs too costly for individual station showings."

TV Potential in Public Schools Great—Knowles

AMERICA'S 30,000,000 public school children represent the greatest potential daytime television audience, William H. Knowles, general manager of RCA Victor's educational sales department, told 350 educators, advertising and public relations executives and students at a television seminar sponsored by WWJ-TV Detroit and Wayne U. July 29 at Detroit.

Mr. Knowles predicted that eventually there would be a TV receiver in every classroom and that video programs would be seen and heard as a definite part of the curriculum. There will be commercially sponsored school programs dealing with health, domestic science, home budgeting and similar subjects, he said. Now is the time for local telecasters, educators and potential sponsors of TV educational programs to get together and discuss their future roles in educational television, Mr. Knowles asserted.

Telescriber

TELESCRIBER, a new video gadget which makes it possible to televise live drawing and writing at the time it is being done without showing the artist's hand or pen or shadow from either, has been developed by the production staff at WSPD-TV Toledo. Not only is it possible to make letters and drawings appear as if from nowhere but, the station reports, it is also possible to pull the paper smoothly in any direction while the Telescriber is on the air. The name Telescriber has been copyrighted, and the gadget itself is in the process of being patented.

KCVR IS GIVEN 1 KW; 1580 PLEA DEFAULTED

A POWER BOOST from 250 w to 1 kw for KCVR Lodi, Calif., was proposed by FCC last week. The station is on 1570 kc, daytime only.

The mutually exclusive application of Del Paso Broadcasting Corp. for a 250-w daytimer on 1580 kc at North Sacramento was found in default for failure of the owner, Earl C. Cooper, to appear at the hearing and present evidence, and consequently was given a proposed denial.

The power increase proposed for KCVR, the Commission found, would increase the station's primary service from its present 1,017-square-mile area with a population of 26,850 persons, to an area of 3,419 square miles with 156,000 population.

The grant would be subject to the condition that KCVR make "prompt adjustment of all reasonable complaints with respect to any blanketing which may arise within its 250 millivolt contour." KCVR is owned by Herbert W. and David A. Brown, partners doing business as Central Valley Radio Co.

FCC's proposed decision was in line with the recommendations of the hearing examiner, Miss Elizabeth C. Smith, which were released simultaneously with the Commission's proposals.

INDEPENDENTS

PAB Meeting Held; Officers Are Elected

BRIEF MEETING of the Pennsylvania Assn. of Broadcasters was held Friday, July 30, following District 3 NAB meeting at the Bellevue-Stratford Hotel in Philadelphia.

George D. Coleman, WGBI Scranton, was unanimously re-elected president of the organization. Also elected: Roy F. Thompson, WRTA Altoona, vice president, and David E. Bennett, WKBC Harrisburg, secretary-treasurer. Directors elected were: Basse A. Beck, WKOK Sunbury; Joseph C. Burwell, WMBS Uniontown; Gordon Gray, WIP Philadelphia; George E. Joy, WRAK Williamsport; Leonard Kapner, WCAE Pittsburgh; Clair R. McCollough, WGAL Lancaster, and C. G. Moss, WLTR Bloomsburg.

Mr. Coleman told the members that lack of activity on the part of the organization was due to the lack of great problems affecting the members. He expressed the opinion that the organization was of value as a means of translating programs into action, should it become necessary to do so. It was noted that the organization still has money in its treasury and that dues are not presently being collected.

Roger W. Clipp, general manager of WFIL Stations, Philadelphia, told the organization of the plans for Pennsylvania Week, Sept. 26 to Oct. 2, and urged their support. He reported that the Pennsylvania Railroad is supplying a special train to carry a Fred Waring *Pennsylvania Week* show across the state on a radio junket which will make good remotes available to all stations on the route.

New ABC TV Outlet

WAVE-TV Louisville, Ky., announced a fortnight ago as a new NBC television affiliate [BROADCASTING, Aug. 2], also has affiliated with ABC, bringing that network's total of video outlets to 15. WAVE-TV, to go on the air Oct. 15 as Louisville's first television station, is managed by Nathan Lord, with George Norton as president.

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

New Group Formed In Texas

A NEW Texas Independent Broadcasters Assn., representing primarily small-station interests, was formed at an organizing meeting in Dallas Aug. 2.

Elected temporary officers were: Culp Krueger, KULP El Campo, president; Bill Laurie, KEBE Jacksonville, vice president; Ernest Jones, KAND Corsicana, secretary, and Harwell V. Shepard, KDNT Denton, treasurer.

Action to organize came at the end of an all-day program, including talks and informal discussion on general problems of station operations, engineering and programming.

About 35 station managers and owners attended, and about a dozen others sent regrets along with expressions endorsing the association idea.

Mr. Krueger, who sent out the original letters to 60 stations proposing the organization in June, told the group:

"The response has proved conclusively that small stations in Texas are in common understanding on the need for an association through which they would mutually help one another and better serve the public interest. This group has the power to meet that need."

Surveys Are Urged

Sentiment was strongly voiced from the floor in favor of the association's arranging for surveys which would establish the listening audience of small stations in their local areas. One proposal was that BMB be engaged to do the job. Another suggestion was that research facilities of the U. of Texas be employed.

Speakers included Don Clark, assistant professor of radio at the U. of Oklahoma; Guy C. Hutcheson, Dallas consulting radio engineer, and Gordon McLendon, general manager of KLIF Dallas.

Prof. Clark recommended that the new association set up a program advisory committee and also an advertising and promotion committee to serve the cause of all the Texas small stations.

"You should seek to sell the independent broadcasting stations as a package to agencies," he said.

He also suggested close "pooling" of information and techniques in handling the personnel problem.

Mr. Hutcheson advised daytime owners to consider the possibility of receiving FCC authority to stay on the air a couple of hours more in the evening where there is no conflict with the dominant frequency.

Following adjournment the temporary officers chose four others to serve with them on a steering committee. They were: Tom Whitehead, KWHI Brenham; George W. Smith, KMAE McKinney; Ross Prescott, KTAE Taylor, and Mr. Hutcheson. A meeting of the steering committee was called for Aug. 7 at McKinney.

Sessions were held in the penthouse of Cliff Towers Hotel, in the Oak Cliff suburb and home of KLIF. Fred McCabe, Southwest division manager of UP, was host at a cocktail party.

Among those attending were:

Bob Tucker, Phil Dusenbury, KRIC Beaumont; Tom Krtiser, KDDD Dumas; J. B. McNutt, KBUD Athens; E. Harold Keown, KRCT Baytown; Gillis Conoley, KTAE Taylor; King Robinson, W. C. Burks, KATL Houston; D. E. Collup KSTV Stephenville; M. E. Danbom, KTTB Tyler; H. A. Degner, KOCA Kilgore; W. C. Fouts, KSFA Nacogdoches; Bill Laurie, KEBE Jacksonville; Bob Shuffler, Frank Svoboda, KFYN Bonham; Tom Whitehead, KWHI Brenham; James H. Foster, Liberty Broadcasting System, Dallas; Jim Speck, KCNC Fort Worth; Ernest Jones, KAND Corsicana; Tim Carroll, KELP El Paso; R. W. Earnshaw, KRUN Ballinger; Paul Plumlee, KSTA Coleman. Mike Shapiro, KECK Odessa; Jimmie Isaacs, J. O. Braden, KRUN Ballinger; H. R. (Ray) McGuire, KPBX Beaumont; George W. Smith Jr., KMAE McKinney and KSWA Graham; Louis C. Pitchford, Joe M. Leonard Jr., KGAF Gainesville; Ross Bohannon, KHBR Hillsboro; Culp Krueger, KULP El Campo; Gordon McLendon, KLIF Dallas; Harwell V. Shepard, KDNT Denton; F. A. Wallace, KWBC Fort Worth.

GAINES Dog Food, division of General Foods Corp., has moved its headquarters from 250 Park Ave., New York, to 157 S. Indiana Ave. Kankakee, Ill. Gaines Dog Research Center will remain at New York address.

GROUP TO GUIDE AAAA LEGISLATIVE POLICIES

AMERICAN Assn. of Advertising Agencies has created a new committee on government, educator and consumer relations to deal with legislative policy and relations with government officials, educators and consumer leaders.

William Reydel, partner in Newell-Emmett Co., New York, is chairman, with A. W. Seiler, president of The Cramer-Krasselt Co., Milwaukee, as vice chairman. Other members are:

William E. Berchtold, executive vice president, Foote, Cone, and Belding, New York; Allen L. Billingsley, president, Fuller & Smith & Ross, Cleveland; Sam Fuson, vice president, Kudner Agency, New York; Charles F. Gannon, vice president, Benton & Bowles, New York; H. V. Grohmann, president, Needham & Grohmann, New York; Henry H. Haupt, vice president, BBDO, Chicago; Otto Kleppner, president, The Kleppner Co., New York; Warren E. Kraft, vice president, Honig-Cooper Co., Seattle; E. T. Morris, vice president, Meldrum & Fewsmith, Cleveland; Carl B. Robbins, executive vice president, McCann-Erickson, New York; Charles L. Rumrill, proprietor, Charles L. Rumrill & Co., Rochester; E. F. Thomas, vice president, Geyer, Newell & Ganger, New York; Wilbur VanSant, president, VanSant, Dugdale & Co., Baltimore; C. L. Whittier, vice president, Young & Rubicam, New York, and Enno D. Winius, president, Winius-Drescher-Brandon, St. Louis.

Richard L. Scheidker, vice president of AAAA, is committee secretary.

Yep - Right Now, MIAMI'S International!

★ ★ ★

Every summer thousands upon thousands of families from Latin, Central and South America make Miami headquarters for shopping and vacation fun. WIOD is tops with this audience, too... with its NBC Parade of Stars and local programs directed to our guests from the South.

WIOD

FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.

Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

DON'T SINGE YOURSELF ON BURNING FORK (Ky.)!

If you're getting set to bite down on Kentucky, via radio, we at WAVE respectfully suggest that you Emily *Post* yourself on this State's economic etiquette:

Burning Fork is a real Kentucky town, all right, but if you want business instead of burnt fingers, Sir—well, you'd better eat, sleep *and advertise* with the Louisville Trading Area—alone!

The Louisville Area is Kentucky's one best market —spends more dough than all the rest of the State *combined*, and is covered completely by WAVE. In fact, WAVE is the *ONLY* Louisville station whose 50% BMB pattern is an almost perfect map of the Area. Shall we send you all the facts—or will you take bandages and balm?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

New Business

(*Continued from page 14*)

carrying spots are WOR WJZ WNEW in New York, and WCAU and WFIL in Philadelphia. Loft has more than doubled its spots campaign since March.

MODGLIN Co., Los Angeles (Dura-Broom and Perma-Broom), appoints W. Earl Bothwell Inc., that city, to handle advertising. Radio will be used.

HELMS BAKERIES, Los Angeles, Aug. 2 started for two weeks two daily Olympic sportscasts from London by Thomas Freebairn-Smith. Bakeries recently started four-week spot campaign, six weekly on 12 Los Angeles area stations. Thirty spots are being presented daily on KFAC KMPC KHJ KFI KNX KFOX KLAC KECA KFWB Los Angeles; KAHG KWKW Pasadena, and KGIL San Fernando. Agency: Dana Jones Co., Los Angeles.

THRIFTEE OUTLET STORE, Los Angeles (clothing), Aug. 2 started for 13 weeks six weekly spot campaign running 36 spots weekly on three Los Angeles area stations, KFVD, KLAC Los Angeles, and KXLA Pasadena. Agency: Allied Adv., Los Angeles.

ARDEN FARMS Co., Los Angeles (dairies), through Allied Adv., same city, Aug. 2 started four weeks spot campaign on six local stations. Spots totalling 25 a week will run six weekly on KFAC KFVD KFI KECA KFWB KLAC.

J. W. ROBINSON Co., Los Angeles department store, Aug. 2 started two week spot campaign totalling 50 spots, for promotion of autumn clearance sale, on four Los Angeles stations—KFWB KMPC KLAC KFAC.

G. P. REGAN & SONS, Burlingame, Calif. (harmonicas), appoints Roy S. Durstine Inc., San Francisco, to handle advertising. Radio may be used.

Network Accounts • • •

GROVE LABORATORIES Inc., St. Louis, through Gardner Adv., same city, starts three weekly sponsorship of *Breakfast Time* on full Don Lee Network, Mon., Wed., Fri., 8:15-8:30 a.m. (PDST), for 26 weeks.

GILLETTE SAFETY RAZOR Co., Boston, to sponsor Massachusetts Handicap broadcast on ABC Aug. 14, Sat., 5-5:15 p.m. Agency: Maxon Inc., New York.

J. A. FOLGER & Co., San Francisco (Folger Coffee), Aug. 6 renewed its three weekly sponsorship of Frank Hemingway's morning and afternoon newscasts on full Don Lee Network, Arizona stations KOOL Phoenix and KCNA Tucson, and 15 stations of Mutual Intermountain group, plus KRAM Las Vegas, Nev. (Afternoon renewal effective today, Aug. 9.) Folger alternates weekly with co-sponsor, White King Soap Co. (Mon., Wed., Fri., 7:00-7:15 a.m. PDST, and Tues., Thurs., Sat. 4:15-4:30 p.m. PDST, one week, and alternate days the next). Agency: Raymond R. Morgan Co., Hollywood.

COCA-COLA Co. and **ARMOUR & Co.** sign 52-week renewals on CBS for *The Pause That Refreshes on the Air* through D'Arcy Adv. and *Hint Hunt*, through Foote, Cone & Belding Inc., respectively. Coca-Cola program is heard Sun., 6:30-7 p.m., with contract effective Aug. 15. *Hint Hunt*, whose renewal is effective Aug. 16, is heard Mon.-Fri. 4-4:25 p.m.

GEORGE WESTON Ltd., Toronto (biscuits), Oct. 2 starts to Dec. 25 French-language *Variety Show* on 6 CBC French network stations, Sat. 8:30-9 p.m., and Jan. 6 starts to March 31 series of *Operettas* on 30 Dominion Network stations, Thurs. 9:30-10 p.m. Agency: Harry E. Foster Agencies, Toronto and Montreal.

BORDEN Co., Toronto (milk products), Sept. 28 renews to April 26 *Canadian Cavalcade* on 30 Trans-Canada Network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

Discuss UN Coverage

PRESIDENTS of the four major networks and other executives met with Benjamin Cohen, assistant secretary-general, Department of Public Information of the United Nations, in New York last week to discuss coverage of the United Nations. It is expected that as a result of the meeting, specific plans will be announced soon. About 450 stations have signified their interest in receiving programs from Lake Success.

Out for Season

WALTER (RED) BARBER, CBS sports director who is recuperating in New York Hospital from a severe stomach ailment, probably will be lost to the network for the remainder of the baseball season, it was indicated last week. He was stricken in Pittsburgh July 23. According to CBS, Mr. Barber probably will remain in hospital four to six weeks more.

The station with the boarding house reach

Any engineer or smart time buyer will tell you that a station's actual coverage is determined more by *frequency* than by power alone. WSAV's 5,000 watts on the *extremely favorable frequency* of *630*, gives this station a powerful reach equivalent to *140,000 watts* at the other end of the dial. That's why we cover *4 times more area*, *3½ times more people* than any other station in this market. If you want to pass your products to a *million* eager listeners in *79* prosperous counties of this great *$320 million* retail sales area, hop on *630 in Savannah* and we'll take you where the sales are.

It's 630 in Savannah **WSAV**

630 kc.
5,000 watts
Full Time

NBC AFFILIATE

Represented by Hollingbery

FM, TV VIEWED

NAB Dist. 3 Weighs Merits

(Also see stories on Districts One and Two in this issue.)

By HERMAN BRANDSCHAIN

FM and television were dissected Friday, July 30, at the closing session of the Third District NAB meeting in Philadelphia [BROADCASTING, Aug. 2] as a panel of experts and district members speaking from the floor traded opinions.

Executives of big city stations seemed more prone to discount the importance of FM than did managers from smaller communities. All seemed agreed on the future of TV, but opinions differed as to whether it would replace AM.

John D. Scheuer Jr., WFIL Philadelphia, as moderator of the panel, stimulated the FM discussion, aided by questions from the floor by Victor C. Diehm, WAZL Hazleton, and Walter J. Rothensie, WSBA York. Both Mr. Diehm and Mr. Rothensie were of the opinion that FM is important in baseball and other types of broadcasts—particularly when programs cannot be heard on AM because of atmospheric or other reasons.

The viewpoint of big city stations was expressed by Edward C. Obrist, WPEN Philadelphia, member of the panel, who said that in the three years WPEN has operated FM he could not point to a single AM sponsor won or lost because of FM. He added that the $1,500 a month his station is spending on FM is of considerable concern to him.

Roger W. Clipp, general manager of WFIL Philadelphia and a member of the panel, said he would prefer to see an eventual switch from AM to FM, but he, too, said he did not expect FM to have much of an impact until it had more circulation. He said that since engineers have been on strike at his station since May 1, WFIL has had to curtail its FM operations. "We have not received a single letter asking why," he added.

Small Station Viewpoint

Just the opposite experience was reported by Houser R. Smith, WKOK and WKOK-FM Sunbury, who said that during a power failure, his station was flooded by calls. He emphasized that FM is important for carrying sports and for picking up marginal listeners. "Agencies," he concluded, "should become acquainted with the fact FM is important in the sticks."

Harold Fair, director, NAB Program Department, said he believed FM had gotten off on the wrong foot by trying to sell high fidelity. He reported the words of a prominent agency timebuyer who told him: "We don't buy high fidelity—we buy listeners." He urged FM to program its output in such a way as to make listeners.

On television, discussion centered around programming and around the medium's future. Julian F. Skinnel, WLBR Lebanon, expressed the view that in ten years TV would put AM out of business. Mr. Clipp expressed the view that television, by its nature, was a high-priced medium, leaving room for advertisers to seek lower-priced media. At the same time, Mr. Clipp stressed the importance of "getting into television or getting out of broadcasting."

Herbert Horton, program man at WFIL-TV, urged broadcasters not to make a hasty decision on the value of video programming and asked: "If television programming is in the category of 1920 AM radio, as has been said, how is it that we have so many listeners?"

Mr. Diehm answered:

"We weren't that bad in AM radio in 1920."

Resolutions

Following the panel discussion, the following resolutions were unanimously adopted:

1. To support the NAB board and NAB President Justin Miller in solving the problem of voluntary industry observance of the Standards of Practice.
2. To urge the Census Bureau to include AM, FM and TV set ownership questions in the 1950 census.
3. To endorse the All Radio Presentation project and to recommend active participation by member stations.
4. To commend President Miller for his defense of radio's right to free speech and to urge all broadcasters to support his campaign in their behalf.
5. To urge support of provisions of the Standards of Practice which recommend that the industry support movements devoted to conservation of natural resources.

Because of the heat and vacation conflicts, a sixth resolution urged future district meeting dates be in the fall and at some resort hotel if possible.

The meeting voted thanks to George Coleman, district director, to Clair McCollough, director-at-large, and to Philadelphia stations WDAS WFIL WHAT WIP and WPEN, "who have been our genial hosts on this occasion."

Those attending were:

A

Amor, Addison, NBC, New York; Anderson, Elwood C., WEST Easton, Pa.; Arney, C. E. Jr., NAB; Arnold, Murray, WIP Philadelphia; Ashcroft, Albert G. Advertiser, New York; Atkinson, Harry L., WFIL Philadelphia.

(*Continued on page 94*)

DON'T BE VAGUE—
Say HAIG & HAIG

Many a deal has been consummated over a "pinch bottle" of Scotland's dewy pride.

That's why we thought it nice to call to your attention there's no need to be vague about time buying in Memphis. Just a few glances at Healthy Hoopers, plus spot checking your clients' distributors or retail outlets in Memphis and you have the story—

WHHM delivers the goods—sells the goods—makes registers ring.

WHHM delivers MORE LISTENERS PER DOLLAR IN MEMPHIS

Summer, winter, spring or fall WHHM tops them all . . .

Member Association of Independent Metropolitan Stations

WHHM

Independent—but not aloof!

MEMPHIS, TENNESSEE

PATT McDONALD, Manager

FORJOE & CO., National Representatives

ADVERTISING should pay off . . . and it *does* for advertisers using 50,000-watt WGY . . . the only major station in eastern and central New York.

WGY has an enviable record of achievement in pulling mail response and in producing tangible sales results. Today . . . that record is better than ever. In the year just past, WGY received more mail than in any previous year in its history*. In the last few weeks eight announcements produced orders for 38,100 strawberry plants . . . 1483 mail orders were received by an early morning show, at a cost to the sponsor of only 15 cents per order, for an article costing $3.98! These are typical examples of the kind of selling job which has made WGY one of the nation's most-used stations.

Results are the fruits of planned programming . . . and programs which produce results are available at the General Electric station in Schenectady.

**Over 200,000 cards and letters.*

Represented Nationally by NBC Spot Sales

WGY

WGFM
Frequency Modulation

WRGB
Television

50,000 WATTS
SCHENECTADY, N. Y.

GENERAL ELECTRIC

"I heard (saw) it on KDYL..."

That's a phrase you hear a hundred times a day in Salt Lake City, a Preferred-City businesswise.

KDYL's colorful coverage of local events of interest keeps Salt Lake and Utah listeners up to date on what's happening in the Intermountain West's largest city — keeps KDYL out front as Utah's *POPULAR* station.

Now, first with television, KDYL and KDYL-W6XIS become the eyes and the ears for the biggest segment of Utah's buying power!

KDYL-W6XIS mobile television equipment is on hand for full coverage of Salt Lake City's famous Pioneer Day Parade, July 24. One Salt Lake City newspaper, in its parade story that night said: "Viewed by spectators almost as much as the parade, was the elaborate televising equipment . . . by which Radio Station KDYL was televising the event for the first time in history."

KDYL gets behind a network show with in-store promotion and live broadcast.

KDYL brings its listeners to the corner-stone laying of a new hospital, an important civic event.

National Representative: JOHN BLAIR & CO.

KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION

Management

CLYDE C. RICHELIEU, general manager of WDLB and WDLB-FM Marshfield, Wis., and WIGM Medford, Wis., has been elected secretary of Dairyland's Broadcasting Service Inc., licensee of station.

GRANT F. ASHBACKER, owner and president of WKBZ Muskegon, Mich., has assumed general managership of station following resignation of FRED W. WAGENVOORD, who has become manager of WVLK Versailles, Ky. Mr. Wagenvoord joined WKBZ in 1946 as sales manager and was named general manager Jan. 1, 1947.

Mr. Ashbacker

PAUL GODT has joined KMYR Denver, as station manager.

R. W. (Bud) Richmond, vice president of United Broadcasting Co., and general manager of WHKK Akron, Ohio, has been elected president of Advertising Club of Akron.

LELAND W. MOSHER, manager of insurance division of General Electric, has been elected an assistant secretary of General Electric Co. Mr. Mosher has been with GE since 1922.

ROBERT A. MORROW, general manager of WLOG Logan W. Va., is the father of a boy, Robert Arthur 2d.

GRAEME ZIMMER, general manager of WCSI(FM) Columbus, Ind., has been appointed member of publicity board of Indiana Chamber of Commerce.

C. L. MENSER, owner and operator of WEAT Lake Worth, Fla., is to arrive today (Aug. 9) in New York with his wife for vacation at Westchester Country Club. Mr. Menser will contact clients and officials at NBC while in New York.

HOWARD B. CHASE, former chairman of Canadian Broadcasting Corp., and member of CBC board of governors has been appointed member of Board of Transport Commissioners for Canada. No statement has been made as to whether he will withdraw from CBC board as result.

ABC has taken option on new "Blind Date" show through Jack Rourke Productions, Hollywood, with audition platter cut Aug. 6.

TBA Contemplating Proposal for Code

Trade Association Service Is Also To Be Discussed in N. Y.

DEFINITE proposals relative to complete trade association service for TBA members and contemplated staff expansion, as well as consideration of a TV code and other pressing problems of video station operators, will be placed before the board of directors of Television Broadcasters Assn. at a meeting in New York next week.

Jack Poppele, WOR New York, president of TBA, said an announcement naming personnel and chairmen of the four regional committees would be released "very shortly," possibly before the meeting for which no date has been set. Four regional chairmen also will serve in advisory capacities to the board of directors [BROADCASTING, July 26]. The committee plan will enable TBA's 70 members to take a more active part in association activities.

Some concrete features also may materialize out of discussion of the TV code, currently being drafted, Mr. Poppele indicated. Recent progress on both phases of the expansion plan has been steady, he said.

Mr. Poppele reserved comment on the proposed meeting between NAB President Justin Miller and TV operators, scheduled for this Wednesday in Chicago, to discuss urgent television problems, among them the question of trade association status. Mr. Poppele said he does not plan to attend, but that TBA members would be present.

With respect to the status plan and other video problems, TBA will be glad to cooperate jointly with NAB, he said. But he took lightly the suggestion, advanced in some quarters, that if the NAB undertakes the task, it should absorb TBA in the process.

1898 Edward Hoffman 1948

EDWARD HOFFMAN, 50, president and owner of WMIN Minneapolis-St. Paul, died July 31. Death came suddenly after Mr. Hoffman collapsed at his summer home in Mahtomedi, Minn., as he was preparing to go out for the evening. He had a heart condition.

Mr. Hoffman

Mr. Hoffman had headed WMIN since it went on the air as an independent in 1936, being one of the first stations at that time to feature "news of the hour, on the hour."

Born in St. Paul, Feb. 28, 1898, he was graduated from Mechanic Arts High School. In 1919 he got a law degree from St. Paul College of Law. From 1919 to 1929 he managed furniture stores, and shortly thereafter became the owner of a retail furniture outlet bearing his name.

Mr. Hoffman was a member of the Twin Cities Radio Stations and Newspapers Assn., the NAB, Scottish Rite, B'nai B'rith and Osman Temple Shrine.

Surviving Mr. Hoffman, who was unmarried, are his mother and one sister.

Under Mr. Hoffman's direction WMIN enjoyed a rapid and consistent growth in popularity throughout the area. The station passed a milestone in February when it completed the erection of a new transmitter building and a 450-ft. AM-FM antenna topped by 12 bays. The transmitter building houses a 250-w AM transmitter and 10-kw FM transmitter.

Not 1 Not 2 Not 3

. . . but 7 out of the top 15 local programs* in Chicago on WGN

The A. C. Nielsen Co. compiled a list of locally sponsored programs of any frequency and duration, and the outstanding record made by WGN is that 4 of the top 5 were on WGN. 7 of the top 15 were on WGN.

WGN says it can do a job and then proves it can because Middlewest listeners have the WGN habit. We offer you the full facilities of our engineering, program, commercial and promotion departments to do the best radio job that can be done.

Nielsen Average Audience, February-March, 1948

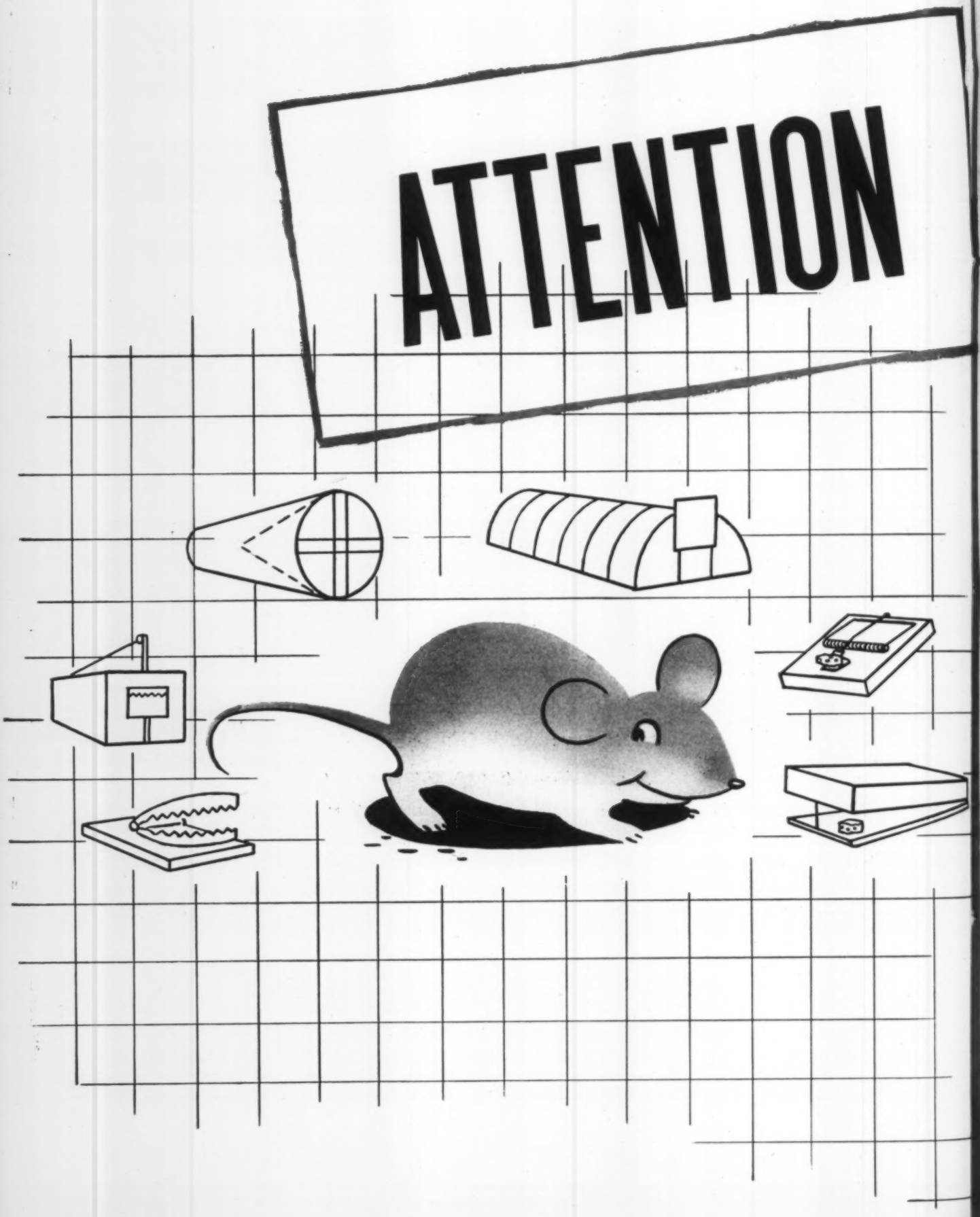
A Clear Channel Station . . .
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4


ATTENTION

On the Air!

WJZ-TV

CHANNEL 7

KEY STATION IN NEW YORK

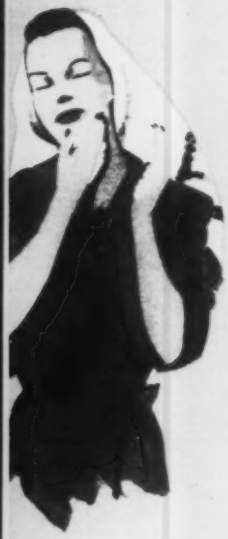
ABC *TELEVISION NETWORK*

Tuesday, August 10—a red-letter day in ABC television. Why? Because ABC's key station, WJZ-TV goes on the air in New York . . . on Channel 7, right smack in the middle of the dial.

For years ABC has been working, planning for network television. (During the early days of telecasting ABC produced more commercial programs, in more cities, for more sponsors, than any other group working in this new medium.) As time went along, ABC assembled a staff of top video experts, and now, at long last, is completely geared for full-schedule, nation-wide television.

On the following pages, you will find the full story of how an exciting, new television network has come into being . . .

STATIONS



NEW YORK WJZ-TV is ABC's first owned-and-operated station to go on the air. The ultra-modern transmitter and antenna are atop the Hotel Pierre, one of New York's tallest buildings. This mid-Manhattan location on Central Park is far removed from other high structures and gives WJZ-TV an unobstructed transmission path to all the greater New York market.

CHICAGO WENR-TV will be telecasting in the nation's number two market next month. Located on top of the Civic Opera Building in the heart of the Loop district, WENR-TV's antenna rises 1271 feet above sea level, providing sharp, clear reception for all Chicago's business and residential sections.

•

DETROIT WXYZ-TV will be on the air in October, transmitting from the Maccabees Building on Woodward Avenue. With an antenna 1100 feet above sea level, WXYZ-TV's transmissions will cover the Detroit area without interference from other tall structures.

LOS ANGELES KECA-TV begins transmission in November. ABC's transmitter in Los Angeles will be on top of Mt. Wilson, 6,000 feet above sea level, overlooking all greater Los Angeles and its populous neighboring communities — the perfect location to assure clear reception.

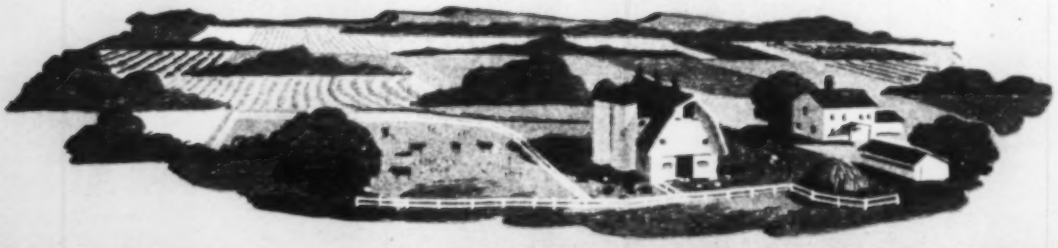
SAN FRANCISCO KGO-TV will be on the air in December, transmitting from Mount Sutro. A 500-foot tower brings the total antenna height to 1360 feet above sea level, a point high enough to provide maximum television service to all The Bay Area's rolling residential sections.

All five of these key stations are owned and operated by the network . . . and all five occupy Channel 7, in the middle of the television dial. Their importance as major markets . . . and (in the case of New York, Hollywood and Chicago) as the major origination points for talent . . . is of the greatest possible importance in building a strong television network.

In addition to the above stations, ABC has affiliates in

Philadelphia,	WFIL-TV
Boston,	WNAC-TV
Washington,	WMAL-TV
Baltimore,	WAAM
Minneapolis,	WTCN-TV
San Diego,	KFMB-TV
New Orleans,	WDSU-TV
Toledo,	WSPD-TV
Syracuse,	WAGE-TV
Fort Worth,	WBAP-TV
St. Petersburg-Tampa,	WSEE

By the end of 1948, ABC will have a network of from thirty to forty television stations!



PROGRAMS

In television, even more than in AM radio, program appeal counts for everything. That's because in television, stations in any one locality have approximately even coverage. This means that television stations and television networks will compete for their audiences on the merits of their programs.

ABC-TV network programming has two all-important advantages: first, long years of experience back in the horse-and-buggy days of television . . . and second, outstanding success in *AM radio programming*.

Here are but a few examples of the good, solid entertainment that is available to audiences—and to advertisers—on WJZ-TV and the ABC-TV Eastern regional network that covers all the Central Atlantic States—

HOLLYWOOD SCREEN TEST Talented young artists take a movie test while talent scouts look on! Bert Lytell emcees as a different Hollywood star plays opposite the newcomers each week. Here's a video show loaded with thrills, comedy, drama and music—plus big names to give it added appeal! *Sunday 8:00–8:30 PM EDT.*

THREE ABOUT TOWN Two girls and a boy—Phyllis Wood, Betsi Allison, and Bill Harrington—spark this sprightly quarter-hour show twice each week. Aided by two spinet pianos, this talented trio entertains with lively songs and exchanges gay patter about the theatrical world. *Monday and Friday 7:00–7:15 PM EDT.*

THAT REMINDS ME Walter Kiernan, weaver of homespun philosophy and droll tales of life on a hundred American Main Streets, has as his colleagues on the show Ex-Governor Harold Hoffman of New Jersey, Tex O'Rourke, swashbuckling soldier of fortune, and "Uncle Jim" Harkins, radio actor. *Monday 9:00–9:30 PM EDT.*

YOU'RE INVITED Romo Vincent greets the video audience at his front door and invites them in to see his lively, informal variety show. Singing comedian Vincent, an experienced Broadway musical comedy star, is adept at tying the acts together and keeping the show on its toes! *Wednesday 8:00–8:30 PM EDT.*

CARTOON TELETALES A unique television program that keeps the kiddies spellbound! Brother Chuck, the cartoonist, and Brother Jack, the narrator, combine their efforts to describe the antics of their animal world characters—Pinto the Pony, Cletus the Caterpillar and Alice the Alligator. *Monday & Wednesday 5:30–6:00 PM EDT.*

ABC-TV

Paul Mowrey

Richard Rawls

Lawrence R. Algeo, Jr

Burke Crotty

Marshal Diskin

James McNaughton

STAFF

The American Broadcasting Company can boast the outstanding video staff in the business. Here is one of the best-trained, best-rounded groups of television experts in the country. They have a combined total of more than 75 years in the telecasting business—practical, commercial experience—in telecasting and in broadcasting, too. To mention only a few . . .

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with another network. 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. 5 years at WRGB. Working with him are Richard Goggin, recently television program director with WFIL-TV; Ralph Warren, well-known television director; Bobbie Henry, with 9 years in television.

Burke Crotty, Director of Television News and Special Events. 11 years of network television experience, more recently television director of WMAL-TV, Washington, D. C.

Charles Holden, Television Production Manager. Has supervised nearly 3,000 network television shows.

James McNaughton, Television Art Director. 6 years with two other television networks, followed by 2 years as head of production for WATV.

Marshal Diskin, Director. During the past 6 years he handled the camera work on more than 2800 television programs.

SPONSORS

This is the time for all sponsors interested in television to nail down valuable time periods for present and future use. Compared with AM time availabilities, *television franchises are very restricted,* and will continue so for a long time to come.

ABC has the video facilities, experience, and know-how you are looking for. A remarkable opportunity is yours on ABC-TV if you act now.

Make this a red-letter day for your sales-by-television. Begin by making your plans today. Ask for the complete story of ABC television.

ABC-TV *For What's Worth Watching*
American Broadcasting Company

. . . . mouse trap inventors

That old adage about the world beating a path to the door of the man who invents a better mouse trap doesn't hold true today. Instead, you must beat a path to the homes of people who buy mouse traps.

However, in the seven markets listed below, that path is already smooth and easy to follow. Each of the seven Fort Industry Stations listed, you see, renders public services to such an extent that it is regarded as a community friend and institution.

Thus, these seven Fort Industry Stations provide an ideal medium in their markets for the sale of better mouse traps, or anything else.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

A FORT INDUSTRY STATION

"You can bank on a Fort Industry Station"

Editorial

Peron P(h)ony (Ex)Press

STEP by step, the intrigue and mischief behind the Argentine radio-censorship explosion of last month comes to light. For sheer fantasy, nothing equals it in the annals of radio.

The Peron dictatorship, after intercepting and publishing in its kept press private dispatches to this journal, now alleges that its radio is free and that the Inter-American-Broadcasters Assn. is meddling in the affairs of a sovereign nation. The passion whipped up by the newspaper blasts and over the "free Argentine radio" brought threats of bodily harm to Goar Mestre, Cuban broadcaster and new president of IABA, and to Herbert M. Clark, our special correspondent.

Since the publication of the intercepted dispatches in mid-July things have happened. The IABA executive council meeting in Brazil —a safe distance from Buenos Aires—has expelled the Argentine Broadcasters Assn. from membership. Our State Dept. has been asked by Acting Chairman Tobey (R-N. H.) and Sen. McFarland (D-Ariz.) for light on the "reprehensible" interception and prior publication of the communications to BROADCASTING. Our Ambassador, James Bruce, has flown to Washington to report. It now is learned that he had protested without avail to the Argentine Foreign Office.

Mr. Mestre, who left Argentina after a tumultuous carpet-session at the foreign office, is carrying on from Montevideo. He brands the Peron accusations as "grotesque and absurd," and as "slander and lies."

Is Argentine radio free? The IABA knew a year ago that all except three of Argentina's 80-odd stations have been surreptitiously purchased by the government.

The NAB delegate to IABA, Gilmore Nunn, operator of the Nunn stations in Kentucky, Texas and Alabama, stood fast against the Argentine charges. He will have a thriller to tell at the next NAB convention, for he had a ring-side seat on how "Yankee Imperialism" is invented in a dictatorship.

The IABA grows in stature because of this incident. Indignation runs high among the other Latin nations. There is a new spirit of unity. Goar Mestre has had the courage to stick to his tenets.

The report of Ambassador Bruce and the State Dept.'s reply to the Senate Interstate Commerce Committee are awaited with avid interest. Argentina has demonstrated that it exercises all-out censorship—radio, the press, and even private correspondence. That's the way it started in Berlin and Rome a scant few years ago.

'Blue' Sees Red

THORNIEST ISSUES upon which American radio historically has considered it safe to take positive stands are God, the sanctity of the American home and kindness to dumb animals. It is refreshing to note that a not inconsiderable element of the broadcasting art has stated its position on a subject which admits more controversy.

The hour-long documentary broadcast by ABC on the purported techniques of Communist infiltration is to be admired not only as a craftsmanlike job of radio production, but even more as an adventure in editorial courage. In view of the official FCC position on editorializing, it is not easy for a broadcaster to speak his mind about anything.

Admittedly the overwhelming weight of public opinion is on ABC's side when the network asserts, as it plainly did last week, that Communism imperils American democracy. But a minority—party members and party sympathizers as well as well-meaning liberals—may expectedly disagree. The minority is vocal and has been known to exert influence out of proportion to its size.

In openly documenting *Communism—U. S. Brand*, ABC risked considerable adverse criticism. The compliments, however, will vastly exceed the complaints. To the majority of ABC listeners who wish the network well, we hasten to add our voice.

For Free, or Not For Free

THE POLITICAL conventions are over. The candidates are at the barrier. But the campaigning (for pay) is yet to begin.

Listeners' ears ring with the oratory of spokesmen for all parties when they'd prefer favorite programs. Stations lose revenue by shunting aside commercials for sustainers.

The networks evidently haven't been able to make up their minds when the political parties should begin paying. The established custom of providing sustaining time only until the conventions looks okay to us. Once the candidates have qualified, it should be the cash register, not the cuff.

When President Truman delivered his "State of the Nation" message to Congress to open the special session, opponents demanded answer time. Mr. Truman spoke as President, not as the Democratic candidate.

When the President asks for radio time there should be no question about its propriety. When the Democratic Committee asks for time for Mr. Truman, the candidate, it should be for pay.

The campaign is on. When a qualified candidate, or a spokesman in his behalf, speaks to the electorate seeking votes, it's commercial. The expedient thing to do is to send around a salesman—rate-card in hand.

METROPOLITAN Opera cancels because it can't meet union demands. AFM wants royalties on recordings, in the words of Jimmy Petrillo, to develop American music culture. Is there a Solomon in the house?

Port Huron Babble

THE VALIANT effort of KPRC Houston to bring some sort of legalistic order out of the Rube Goldbergian chaos perpetrated by the FCC's Port Huron decision thus far has failed to yield a meaningful result. It looks as if it was just too much of a mish-mash even for that austere Federal court.

We're not entirely sure we understand the scope and effect of this newest opinion. But aside from the fact that the court dismissed the suit for jurisdictional reasons, it is clear that it did so on two main grounds: (1) that by FCC's own admission, the Port Huron decision is no more than an opinion, not a rule or order; (2) that it is "judicially inconceivable" that a body of public servants could make an order out of such a thing as the Port Huron decision.

The way, it seems, is paved for appeal to the Supreme Court. But as the political heat intensifies in this campaign year, the only safe course appears to be (1) for stations to use suasion in getting candidates to keep within bounds (and maybe take a peek to make sure); (2) to insist upon waivers from the politicos to protect them in event of damages; (3) to allot no time, for sale or otherwise, for political campaigning.

Our Respects To—

WILLIAM PEIRCE ROBINSON

FOUR years ago Bill Robinson was a time salesman. Today he is vice president of the Crosley Broadcasting Corp. in charge of WLW Cincinnati programs. He was named to the executive post late last year. June 15 he rounded out 21 years in radio.

A native of Cincinnati, where he was born Feb. 14, 1909, Mr. Robinson started taking piano lessons at the age of six. By the time he was 18 he was an accomplished pianist and organist. In fact his first connection with radio was in 1927 as pianist-vocalist with the hamony duo, "Reynolds and Robinson."

After the team separated following several years on the air and in personal appearances, Mr. Robinson became program director of KWBG Hutchinson, Kan. He soon discovered that the station was hard-pressed for time salesmen and asked for a chance at selling.

Within a short time he was devoting his full time to selling and soon added two other salesmen. The increase in the station's billing shortly led to Mr. Robinson's appointment as sales manager.

In 1938 Mr. Robinson returned to Cincinnati and was appointed time salesman for WSAI, then owned by the Crosley Corp. After a year of successful operation with WSAI, he transferred to the sales staff of WLW, WSAI sister station at that time.

From 1940 to 1943 he covered WLW's four-state area, Ohio, Indiana, Kentucky and West Virginia, as special sales representative. His first four major accounts, signed in 1940, still are WLW time users. In addition to servicing the four-state area, Mr. Robinson opened new territories in the South and Southwest, including Dallas, New Orleans, San Antonio, Atlanta and Memphis.

He was transferred to the Chicago sales office of WLW in 1943 and within a year was appointed manager of the WLW Western Sales Division, which embraces nine states and such major markets as Chicago, Minneapolis, Detroit, Milwaukee, Kansas City and St. Louis.

When the Crosley Broadcasting Corp. acquired WINS New York from Hearst Radio in 1946, Mr. Robinson was named sales manager of the new Crosley property. That he was able to establish a sound sales program for WINS and substantially increase its billing is one of the reasons that Bill Robinson is

(*Continued on page 54*)

The Beauty of it is . . .

RHODODENDRONS like this grow profusely in Western Washington. They are the official Washington state flower.

BUYING time on KJR, you reach 1,178,303 listeners in one of the richest-per-capita markets in the world.

KJR's 5000 watts at 950 k c. covers the important area that any 50,000 watts would reach, (check your B.M.B.) and in Seattle, KJR leads ALL OTHERS in daytime Hooper!*

"And the beauty of it is," KJR gives you these values at an extremely low cost.

FOR more "Beautiful" Facts, talk with AVERY-KNODEL, INC.

**Dec. '47 - Apr. '48, Seattle City Hooper Index.*

KJR

A Marshall Field Station **5000 WATTS AT 950 k c.**

for Seattle and Western Washington

An Affiliate of the American Broadcasting Company.

Respects

(*Continued from page 52*)

now a vice president of Crosley Broadcasting Corp.

Always ready to pass along a good story—often at his own expense—he recalls that in his early days as salesman for WLW, Robert E. Dunville, now vice president and general manager, then sales manager, asked him to run over to Ashland one day to see a client. Getting there as quickly as possible, Mr. Robinson spent two hours trying to find a company by that name. He had no success. So he called his chief in Cincinnati.

"Fine work," said Mr. Dunville. "You're only 300 miles from where you ought to be."

He had gone to Ashland, Ky. The client was in Ashland, Ohio.

His leadership asserted itself early. When he was 15, he founded the "Garden and Lawn Maintenance Co.," composed of boys in his neighborhood. As head of the organization he solicited business and hired friends to mow lawns, shovel snow, and generally help neighbors keep their premises in trim. Bill Robinson personally inspected every job. He used his own commissions to finance his music lessons.

During the past 20 years he has been active in the alumni affairs of the high school fraternity to which he belongs, and has served as head of the alumni body for nine terms. He is a member of the Radio Executive Club of New York, The New York Athletic Club, the Cincinnati Cuvier Press Club, Variety Club, Cincinnati Advertisers Club and is a Chevalier of the Confrerie du Tastevin. He is also a 32nd Degree Mason and a Shriner.

His chief hobby is astronomy. Another recreational outlet is his piano, with which he is still in touch, in both popular and classical veins.

Mr. Robinson is unmarried and lives with his mother in Cincinnati.

Commercial

WHITEY WARREN, member of WLOG Logan, W. Va., commercial staff since 1945, has been appointed commercial manager. **LUCILLE GALLION**, with WLOG as women's program director and copywriter for two years, has been named traffic manager.

RALPH E. McKINNIE, former national sales manager of WCKY Cincinnati, stationed in its New York office, has been appointed member of sales staff of WABD New York, DuMont television station.

JOSEPH R. FIFE has joined sales staff of William G. Rambeau Co., Chicago, after working as sales manager of WJJS Owensboro, Ky. Mr. Fife was previously an account executive at WEOA Evansville, Ind., and owner of an advertising agency.

TRACY MOORE has been re-appointed West Coast representative for Crosley Broadcasting Corp. and will handle interests of the firm on the Coast, including WLW, WLWA(FM) and WLWT (TV) Cincinnati, WINS New York, and others.

ADAM J. YOUNG Jr. Inc. has been appointed exclusive U. S. representative for WTOD and WTRT(FM) Toledo.

RAY CONLEY has joined sales staff of KQV Pittsburgh.

STANLEY SPERO, former WHAK Akron account executive, has joined KFAC Los Angeles, in similar capacity.

ROSA LEE SAMUELS has been promoted to position of office manager of KFXJ Grand Junction, Col. Mrs. Samuels has been with KFXJ since 1944 in various positions.

BRANHAM Co., New York, has been appointed national representative for WDEF Chattanooga, Tenn. Appointment was effective Aug. 1.

JO PERRIN, formerly with KSTP St. Paul, has joined KMYR Denver, as assistant traffic director.

RICHARD C. DANAHY has joined sales department of WEBR Buffalo.

MELCHOR GUZMAN Co., New York, has been appointed U. S. and Canadian representative by OAX4B Cerro de Pasco, Peru.

MILTON LASKER, former account executive for WHN New York, has joined WVNJ Newark, N. J., new 5-kw station on 620 kc to go on air Sept. 1, in same capacity.

LEO PALMER, KYW Philadelphia accounting department, is the father of a boy, David Pickering.

C. E. MIDGLEY Jr., sales service manager for CBS, is the author of "The Advertising and Business Side of Radio," slated for publication by Prentice Hall Inc. on Aug. 15.

PAN AMERICAN BROADCASTING Co. has been appointed representative in the U. S. and Canada for La Voz de Quezaltenango (TGQ-TGQA) in Guatemala.

BARRON HOWARD, business manager of WRVA Richmond, is the father of a boy, Guerard Wallace.

PEGGY McGANNON, formerly of CFAC Calgary, and CKRC Winnipeg, has been appointed Montreal sales representative of CFCF Montreal.

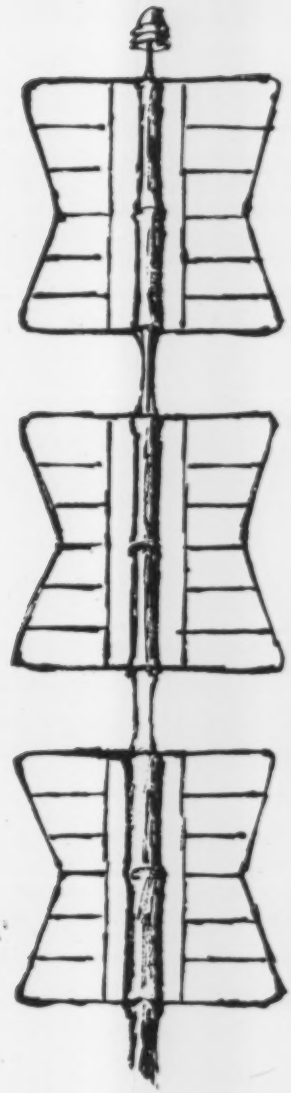
TEXAS PLEA IS DENIED; INTERFERENCE RULED

ON GROUNDS of excessive interference to existing stations, FCC proposed last week to deny the application of Bee Broadcasting Co. for a new station at Beeville, Tex. on 1490 kc with 250 w.

Bee Broadcasting is a co-partnership of V. L. Rossi, Corpus Christi oil man, and John D. Rossi, who had planned to take charge of day-to-day operations of the proposed station.

Following the recommendations of the hearing examiner, Miss Elizabeth C. Smith, the Commission ruled that the proposed operation would "substantially" invade the normally protected daytime contours of KPAB Laredo, KNOW Austin, and KVOU Uvalde, all of which operate on 1490 kc.

Nor could the Commission find "sufficient reasons . . . to justify sanction of the exceptions to the Standards which would result from the proposed operation." The application was for the frequency vacated by KEYS Corpus Christi when it moved to 1440 kc.



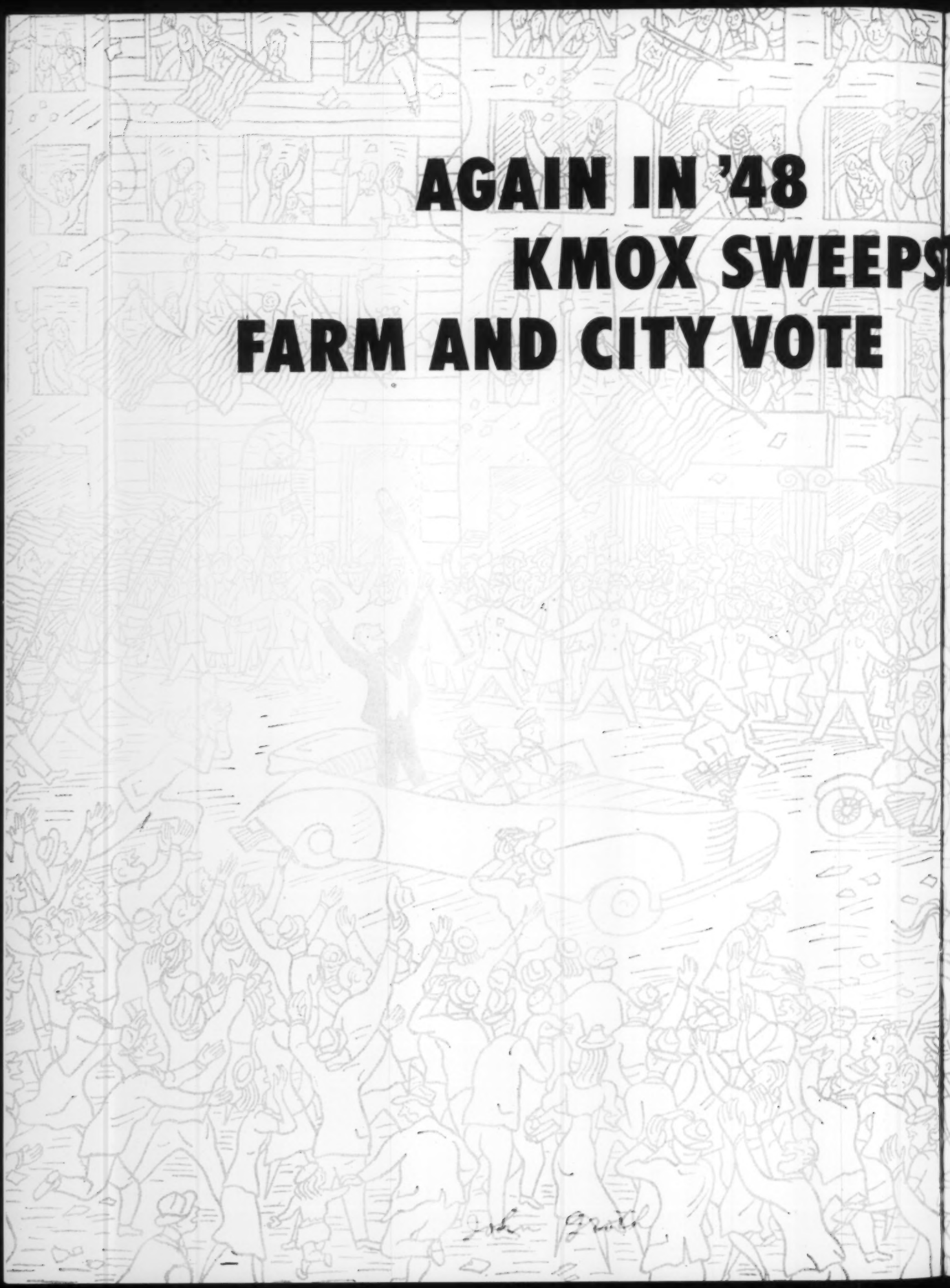
Bat Wings

They're atop the WCAU television tower 735 feet above the street in Philadelphia . . . America's third largest city and second largest in the number of set owners. . . . WCAU-TV with its combination of height and power reaches into thousands of homes. Its program popularity puts pull *into that reach, making television a potent advertising medium.*

on WCAU you're in Philadelphia → AM → TV → FM → FAX

CBS AFFILIATE

THE PHILADELPHIA BULLETIN STATIONS


AGAIN IN '48
KMOX SWEEPST
FARM AND CITY VOTE

From the rich minelands of Missouri to the fertile fields of Illinois, "The Voice of St. Louis" is again the overwhelming choice of the people of mid-America. According to the new CBS-KMOX Listener Diary Study,† KMOX captured *both* the Metropolitan and Outstate vote in 1948.

IN METROPOLITAN ST. LOUIS, KMOX won the lion's share of the audience during almost two-thirds of the total 504 quarter-hours throughout the entire week—*with more than 3 times as many "first place" quarter-hours as any other station!*

IN THE OUTSIDE AREA, listeners gave "The Voice of St. Louis" the greatest plurality in its history—an average share of audience more than twice that of any competitor ...*more than ten times as many "firsts" as any other St. Louis station...and the largest audience during more than 85% of the total quarter-hours throughout the entire week!*

These '48 returns offer clear-cut proof of KMOX's 50,000-watt vote-getting, sales-building popularity in two equally important markets . . . Metropolitan St. Louis, with retail sales of nearly one billion dollars—and *all* mid-America, with 1947 retail sales totaling close to *two* billion dollars.*

To reach listeners in St. Louis or in the outside area—or *both*—just look at the record. Make *your* choice the *people's* choice...

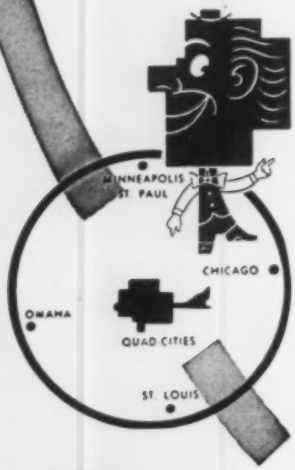
CBS · 50,000 watts
"THE VOICE OF ST. LOUIS"
Represented by
Radio Sales

†Conducted by Benson & Benson, Inc.
*Sales Management, May 1948

WOC

FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST to broadcast to 'shut-ins'."



WOC WOC-FM
5,000 Watts, 1420 Kc.
BASIC NBC Affiliate
Col. B. J. Palmer, Pres.
Buryl Lottridge, Mgr.
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

DOLORES PLESTED, program director of KMYR Denver for seven years, has resigned to do freelance writing. **MACK McGRANE**, formerly of KOB Albuquerque, N. Mex., succeeds her as program director. **LOWELL BAMLETT SWITZER**, continuity director of KMYR, has resigned to join Tom Barbre Film Productions as production director.

PHIL SUTTERFIELD has rejoined announcing staff of WHAS Louisville, after two years as stockholder and assistant manager of WKLX Lexington. He was member of WHAS staff when he left in 1946 to assist in building and management of WKLX. Mr. Sutterfield, who has sold his 5% interest in WKLX, previously worked at WCSC Charleston, S. C., and WLAP Lexington.

Mr. Sutterfield

HANK FISHER, announcer at WLW Cincinnati, has resigned to become advertising manager of "Effingham (Ill.) Daily News." Mr. Fisher, who also has been active on staff of WLWT(TV), came to WLW in 1945. He previously had been with WDZ Tuscola and WMBD Peoria.

BILL ROHAN, formerly at WRUF Gainsville, has joined announcing-producing staff of WRVA Richmond.

ALAN LISSER, KFI Los Angeles announcer, has been promoted to announcer-producer.

PAT MULVAHILL has been appointed program director of WLOG Logan, W. Va. He has been in radio for ten years, working in Colorado, Ohio, Michigan and West Virginia.

HUGH V. GUIDI, formerly with WINX Washington, has joined announcing staff of WTOP Washington. He previously was with WMBG Richmond, Va.

HOLLYN GEE, former director of NAB Joske Clinic, San Antonio, Tex., has joined WMAR-FM Baltimore, as script writer. She previously was with KTSA San Antonio.

JAMES LEAMAN, for past three years freelance television consultant on programming, studio design and processing of FCC applications, has joined KFI-TV Los Angeles, as studio director. Before being television consultant, Mr. Leamon was technical director and producer with Transfilm Inc., New York, consultant on film television programs for Telecast Productions Inc., and prior to that was in CBS television program department.

Mr. Leaman

RITA HURSH has joined KYW Philadelphia, as continuity editor, replacing **BETS ROGERS**, resigned.

FRANK PAPP, NBC producer, is on two months' vacation in Europe. **ED KING** directs NBC "Eternal Light" during his absence.

DINK TEMPLETON, KFRC San Francisco sports director, is in London covering Olympics for station. **JACK Mac DONALD**, station sports announcer, substitutes for him on his weekly sports program during his absence.

HAROLD PEARY, NBC's "Great Gildersleeve," has been named honorary water commissioner of New Mexico by state's governor, T. J. Mabry.

HARRY MITCHELL, former m.c. of CBS "Meet the Missus" and CBS "Free For All" programs aired in the West, has packaged his own audience participation program, "Ladies First," for airing via Don Lee Broadcasting System starting Aug. 16, five weekly half hour. Plan is to extend program to full MBS network. **BOB MOON**, also formerly with CBS Hollywood as announcer, will serve as assistant m.c.

Mr. Mitchell

M. LEONARD MATT has been appointed director of programs and publicity at WDAS Philadelphia.

JOHN FRANKLIN, m.c. of "The Lunchtimers" on KYW Philadelphia, is the father of a girl, Deborah Payne.

HAZEL KENYON MARKEL, director of public service, education and public relations of WTOP Washington, appeared with Elizabeth Bergner in "Escape Me Never," Aug. 3-8 at the Olney Theatre.

FRED EDWARDS, KRLD Dallas announcer, has bit part as oilman in Jack Wrather's movie production of "Strike It Rich," shot on location in East Texas in mid-July.

FRED WARING, NBC star, has been awarded certificate of appreciation from Marine Corps for the assistance of Mr. Waring and his Pennsylvanians in enrollment drive of the Citizen Marine Corps, the Leatherneck Reserve component.

FCC Asked by RRA To Clarify Ruling

Request "Scott Decision" Review In WHAM Case

FCC WAS ASKED by the Religious Radio Assn. last week to clarify its famed "Scott Decision," in which the Commission upheld the right of atheists to time on the air [BROADCASTING, July 22, 1946].

The petition was filed in connection with the pending case involving WHAM Rochester, N. Y., which is currently on temporary license for further study of a complaint that it had refused air time to "Free Thinkers" organization [BROADCASTING, May 3].

RRA, through its President Edward J. Heffron, feared the decision as it stands might be construed to mean that stations "must make a right of reply available to atheists every time they broadcast church services, prayers, Bible readings, and other kinds of religious programs."

The association referred to FCC's ruling that "the holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number." RRA felt this in itself is "unexceptionable language," but pointed out that Robert Harold Scott, the atheist who originated the so-called Scott case, had referred not only to direct arguments against atheism but also to "indirect arguments" which he defined as broadcasts of "church services, prayers, Bible readings, and other kinds of religious programs." The association felt the decision might be interpreted to mean that programs of this nature carry a right of reply.

The petition continued:

Any broadcaster who so construed the decision of FCC, and who acted accordingly, would undoubtedly arouse widespread opposition among his believing listeners, with the probable result that, for sake of peace, he would tend to keep broadcasts of "church services, prayers, Bible readings, and other kinds of religious programs" at an unavoidable minimum, or avoid them completely if he could.

This would be a poor service of the public interest, convenience, or necessity.

Production

Inside Sabotage

BALLGAME broadcast being aired recently over WABJ Adrian, Mich., was interrupted with 29 minutes of dead air. Later investigation revealed that it was an inside sabotage job. Announcer Bill Foster was en route to Adrian Livestock Exchange to make a recording when his car skidded out of control on wet pavement and overturned against a telephone pole. Mr. Foster was uninjured but the pole he hit supported the line carrying the ballgame from the downtown exchange to the station. Line was broken, causing dead air until telephone workers got it back in service 29 minutes later.

HELEN GERARD, of Mutual-Don Lee "Cisco Kid" and "Casebook of Gregory Hood," left Aug. 6 for Rome Italy, where she has accepted a part with Cine Citta Films.

HY ZARET, writer of CBS "Sing It Again," is the father of a boy, Robert E., born July 28 in New York.

SAM FOUTS, continuity chief at WRVA Richmond, Va., is the father of a girl Stefani Kay.

AL CHANCE, director of "Mary Lee Taylor" program on CBS and "Tele-Quiz-Calls" on KSD-TV St. Louis is the father of a girl, Virginia Allison Louise.

WARREN CLARK, announcer at KFXJ Grand Junction Col., and Nancy Hume have announced their marriage.

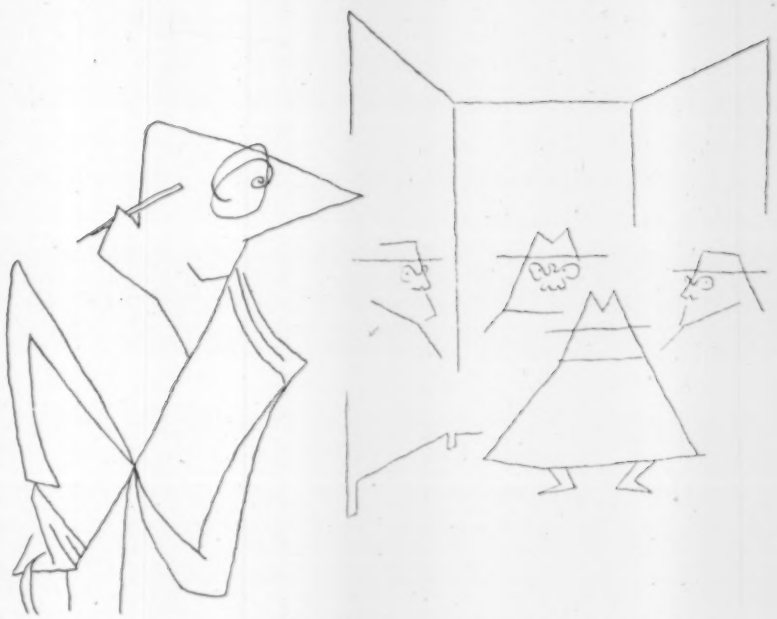
JOHN A. PINTO Jr., chief announcer of WHWL Nanticoke, Pa., and Dorothy Emershaw, have announced their marriage.

NBC Realigns Its News Department in New York

A RESHUFFLE of personnel in NBC's New York news department "to accommodate the ever-growing emphasis on television news" and "permit a smooth integration of sound broadcasting and television news" was announced Aug. 4 by William F. Brooks, the network's vice president in charge of news and international relations.

Francis C. McCall, formerly news department manager of operations, becomes director of news and special events. Adolph Schneider, who was assistant manager of operations, has been named director of television news and special events. Joseph O. Meyers, formerly assistant to Mr. Brooks, has been appointed manager of operations. Burrough H. Prince, formerly an assistant manager of operations, becomes night manager of operations.

THE ABC television department has moved into the fifth floor of its new video center at 7 W. 66th St., New York, with TRafalgar 3-7000 as new telephone number. Hourly messenger service will be maintained between the center and network headquarters at 30 Rockefeller Plaza.



SELL SPONSORS TAILOR-MADE SHOWS

Capitol Transcriptions give you today's popular artists for profitable time sales. Stars like Peggy Lee, King Cole Trio, Jan Garber, Frank DeVol . . . shows like Music From Hollywood, Hayloft Jamboree, Sunday Serenade.

You make up your own programs for local sponsors— shows you can sell because *you* tailor-make them to fit individual tastes and needs.

Capitol Transcriptions backs you up with 30 hours additional entertainment weekly, plus artists' voice tracks, musical backgrounds, show "formats" and indexes.

Here's technical quality that's tops, for AM or FM.

Illustrated booklet and sample transcription will be sent promptly on request.

CAPITOL
transcriptions

Capitol Transcriptions
Sunset and Vine, Dept. B89
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name_____

Station_____ Position_____

Street_____

City_____ State_____

Allied Arts

JOHN GUEDEL Radio Productions, Hollywood, has established television department and taken larger quarters in Taft Bldg. Firm plans to film actual broadcasts of three of its network audience participation shows for possible telecasting later. Shows are NBC "People are Funny," CBS "G.E. Houseparty," and ABC "You Bet Your Life." In line with expansion, **NANCY KIRKLAND**, former producer of her own shows, has joined company as research director.

A. A. EMLEN has joined engineering staff of Peerless Elecrical Products division of Altec Lansing Corp., New York. Mr. Emlen was vice president in charge of engineering at American Transformer Co. from 1927 to 1946 and subsequently occupied same position at Newark Transformer Co.

Mr. Emlen

W. J. SIMON, manager of specialized report department of Dun and Bradstreet, Chicago, has been elected treasurer of Morris B. Sachs Inc. (department stores), also Chicago.

DOROTHY MAHONEY has been named radio columnist for "San Diego Union" and "San Diego Tribune-Sun." Her column is titled "Around the Dial."

NEW auditorium for presenting radio and television broadcasts has been built at Los Angeles County Fair in Pomona Calif. Seating 1,900, auditorium's stage is 40 feet wide and 80 feet deep.

'Detroit News' Stations Announce Rate Changes

NEW RATES for WWJ, WWJ-FM and WWJ-TV Detroit were announced July 29 by Harry Beteridge, general sales manager for the stations. Effective date for the change will be Sept. 1.

Hourly rate for WWJ and WWJ-FM will be raised from $700 to $800. New Class A rate on WWJ-TV will be $420 per hour and $60 for announcements. Rate for Class B time is $350 per hour and $50 for announcements.

All three stations are owned and operated by the *Detroit News*.

FM Tower for WRR

PURCHASE of an FM tower for city-owned WRR Dallas has been approved by the Dallas City Council. Low bid of $31,043 was received from Collins Radio Co., approximately $12,000 less than next bid. Variance in price was questioned by some council members but Durwood Tucker, WRR chief engineer, said his investigation showed the tower would be satisfactory.

CKUA-FM Edmonton is first educational FM station in Canada, having been licensed to U. of Alberta, operating on 98.1 mc with 250 w., according to Radio Branch, Dept. of Transport, Ottawa.

WARING PROMOTION

Local Stations to Receive Special Transcriptions

NEW station promotion plan for the Fred Waring show, sponsored on NBC by General Electric, has been prepared by BBDO, New York. The plan calls for recording interviews with people attending Fred Waring's Music Workshop at Shawnee-on-Delaware, Pa., and using them as local station promotion for the show.

The interviews are 15 minutes long with the first one made for WBRG, NBC outlet in Birmingham, Ala. Present plans call for records being made for three NBC stations each week through August.

Scripts for the interviews are prepared by Mr. Waring's regular writing staff, headed by Jay Johnson. The program is fed over the NBC line from Shawnee and recorded in New York. Stations are furnished the records free of charge, while NBC pays for the mechanical expenses.

St. Louis Chapter Joins AAAA Central Council

THE ST. LOUIS chapter of the American Assn. of Advertising Agencies has been formed as the fifth unit in the central council of the AAAA. There are five other regional councils, in which chapters may be organized on initiative of three or more local members.

Oakleigh R. French of Oakleigh R. French & Assoc. has been appointed temporary chairman. Membership includes all seven offices of AAAA member agencies in St. Louis.

Begins FM Construction

WLOG Logan, W. Va., has announced that construction of its FM station will begin immediately. FM antenna will be erected atop Ward Rock Mt. where a trail of engineering stakes 5,000 feet long and 2,000 feet up, will mark right-of-way to mountain peak. Road, which is under construction, will be of all-year base and 15 feet in width with a grade of not over 15%. Upon completion of the road, construction of a transmitter house, complete with living quarters, will be started on the peak. When erection of the FM tower installation is completed, it will be the highest point in Logan county, the station reports, towering 700 feet above average terrain.

TV Demonstration

RCA VICTOR will present a television demonstration during the Monroe County Fair, Aug. 18-21, in Bloomington, Ind. A full staff of technical and production experts will present programs from all parts of the fair through 22 receivers. Special studio and control room space has been allocated to television for the fair.

Philly TV Survey On Night Baseball

70% of Area's Set Owners Tuned To Doubleheader Games

SURVEY in Philadelphia Monday, July 19, revealed that 70% of the television set owners were watching the Athletics-Chicago White Sox doubleheader and that most of them favored night games over day games.

The survey was made informally by WCAU-TV Philadelphia, while two other local stations were on the air. It was conducted to determine viewers' preference in night and day televising of baseball games. The doubleheader of last Monday was chosen as the attraction to base the poll on since it allowed the viewer to watch a telecast made under natural light and one made under artificial light.

While half those polled said they liked the night game better, only 30% actually expressed the belief that the picture itself was clearer or sharper under the lights. That compared with 20% who felt the natural light presented a better image.

Remainder of those in favor of night baseball television had personal reasons for their preference —such as being free from work, the fact children are in bed, more relaxing hour, etc.

Of those answering, 30% believed there was little or no difference in the picture.

Three out of ten favored the night picture, two out of ten for personal reasons. Two of ten were partial to the day picture and three of ten felt there was no difference.

Night picture advocates, however, were more insistent the ball is easier to follow on the screen under artificial lights. Ironically, a local sports writer commented recently that stars like Ted Williams say they find the ball harder to follow at night and that night games ultimately would affect batting averages adversely. Other performers, particularly in minor leagues, have claimed that the pitcher seems ten feet nearer at night.

$300 Average TV Price Next Year Is Prediction

TELEVISION prices next year will drop to an average below $300 per set, predicted John M. Outler Jr., general manager of WSB and WSB-TV Atlanta, late last month before the Atlanta Kiwanis Club. TV prices have already gone down from more than $600 to between $350 and $500, he reminded the group. The occasion of the talk was the first telecast by WSB-TV to the civic club.

"As an element in American business," Mr. Outler said, "television promises to assume billion-dollar proportions within another 12 months—the first postwar baby to join the industrial elite of this country."

Here's The Picture In ROCHESTER
The Kodak City

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 A.M. Monday through Fri.	35.9	28.1	9.0	5.5	14.1	5.9
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	41.1	27.7	9.0	9.0	8.6	4.5
EVENING 6:00-10:00 P.M. Sunday through Sat	33.8	31.6	8.4	8.9	13.5	Station Broadcasts till Sunset Only

REPORT FOR LATEST PERIOD AVAILABLE BEFORE PRESS TIME—MAY-JUNE, 1948
Authority—C. E. HOOPER, INC.
"Station Listening Index"

WHEC — ROCHESTER, N.Y.
CBS
5,000 WATTS
National Representatives
J. P. McKinney & Son
New York, Chicago San Francisco

DO IT the EASY GATES WAY

Use the SA-Line in All Audio Applications

There is a big difference between the old way and the Gatesway of maintaining your equipment. The Gatesway is to put the new SA line of studio equipment in your station and save engineer's time, do the job better and easier, and at less expense.

Here's why. You work from the front on SA amplifiers. Don't drag tools around to the back of your cabinets, string extension lights where they were never meant to be, try to work in cramped space---instead do your work where it is most convenient, where there is plenty of light, tools are handy---the easy way. The SA line has all these good features.

Write or wire for information on it today. Whatever your studio equipment need is, the SA line has a unit to fill it.

Washington, D. C.	Gates Radio Company, 13 E Street N. W.	Tel. Met-0522
Houston	Houston Radio Supply Co., Clay at LaBranch	Tel. CA-9009
Atlanta	Specialty Distributing Co., 425 Peachtree St. N. E.	Tel. AT-4406
Montreal	Canadian Marconi Company	
Los Angeles	Gates Radio Co., 1589 McComas Ave., Pomona	Tel. LY-2-8010
Export	Westinghouse, 40 Wall St., New York City	Tel. WH-34321

GATES RADIO COMPANY

QUINCY - - - - - - ILLINOIS

THERE IS AN SA AMPLIFIER FOR EVERY APPLICATION

IN '49 IT'S THE GATES LINE

IN THE Unique SPOKANE MARKET

Where There Is Only One Metropolitan City Within a 150-Mile Radius

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

News

WILLIAM GRISKEY, production manager of KTOP Topeka, Kan., has been appointed news department head.

JOSEPH L. MORRISON, assistant professor of journalism at U. of North Carolina, is serving ten-week news interneship at WPTF Raleigh. Fellowship is made available by NAB, through its council on radio journalism, in order that teachers of journalism may become familiar with radio news technique.

JACK SMITH, former sports reporter for "Boston Post," has joined WDRC Hartford, Conn., as sports commentator.

JACK HULL, early morning announcer of KMYR Denver, has resigned to join KYOU Greeley, Col., new station to begin operating sometime this month, as special events director.

WILLIAM HILLIARD, new reporter at WPTF Raleigh, N. C., has been named news editor.

BERT WILSON, WIND Chicago sportscaster, will narrate series of sports films which are being edited by Tele-Visual Productions in Iowa.

BOB GRAHAM, former farm commentator of CBH Halifax, has been moved to post of farm commentator of CBX Edmonton.

HAROLD M. ARTHURS, news editor of WCSI(FM) Columbus, Ind., has been appointed member of executive planning council for city of Columbus.

WDSU Orders TV and FM Equipment; 150-kw ERP

WDSU New Orleans has ordered equipment for its TV and FM stations, and is planning to have those operations in the Hibernia Bank Building, subject to FCC approval. Equipment for TV includes a 5-kw RCA transmitter; for FM a General Electric 25-kw transmitter. The antenna, a super turnstile, will increase the FM and TV effective radiated power to 150 kw. WDSU-TV will be on the air just before Christmas.

The antenna will radiate three separate signals simultaneously: The visual signal, the FM audio part of TV, and FM only. A mobile unit is also being constructed for special events, sports and on the spot pick-ups. WDSU-AM will continue from Hotel Monteleone.

Pronunciation Guide

COPIES of a 52-page mimeographed guide to the pronunciation of more than 1,500 towns and cities in Illinois have been distributed by the U. of Illinois School of Journalism and the university's station, WILL, to all AM and FM stations in Illinois and to a number of outlets in adjoining states. Phonetic spellings similar to those used by the wire services, are used throughout the booklet, which was co-edited by Prof. Frank E. Schooley and Prof. Donald E. Brown of the U. of Illinois staff. A few copies of the booklet still are available, according to Prof. Brown.

MONTHLY publication for electronics and television, "Radio News," has changed its name to "Radio & Television News," effective with August issue. It had carried former title since 1919.

VIDEO PLANS OF KSL SALT LAKE ANNOUNCED

TELEVISION plans of KSL Salt Lake City, which recently received a video construction permit, include the beginning of work on station's TV transmitter but probably not until 1949, according to Ivor Sharp, vice president and general manager of the 50-kw CBS outlet.

In the meantime, the KSL video equipment, purchased last spring and used for the first time to televise the general conference of the Church of Jesus Christ of Latter-day Saints (Mormons) in April, is being used for daily intra-store telecasts in the ZCMI Salt Lake City store. Seven video screens are located in strategic spots around the store.

For the past three years KSL technicians have been experimenting in an effort to determine the best location for the station's TV transmitter. The top of the Union Pacific Bldg. is the spot currently designated, but other locations are being considered, according to station officials.

The KSL television station will operate on Channel 5 (76-82 mc).

KRNT BASEBALL CAMP

1,400 Young Hopefuls Enrolled In Week-long Try-outs

ENROLLMENT in the first annual Baseball Try-out Camp and Talent Hunt, held in Des Moines' Pioneer Stadium under joint sponsorship of KRNT Des Moines and the Chicago Cubs, was nearly 1,400, the station reports. The boys and young men participating ranged in age from 8 to 24 and came from all parts of Iowa.

The Try-out Camp, held during week of July 19, was fathered and managed by Al Couppee, KRNT's sports director. He was assisted by Clyde (Rabbit) McDowell, Ray Prim and Willard Sellergren, Cubs coaches; Jimmy Peyton and Jack Ryan, Cubs scouts, and John Holland, business manager of the Des Moines Bruins (Western League), owned by the Cubs.

Five players were signed to Cub contracts and four more were discovered as future contract possibilities, according to Mr. Couppee. Tournament winners received from KRNT Cubs jackets, Louisville Slugger bats and official baseballs. All finalists were given gold baseball trophies and baseball caps.

Bernhard Gardner

BERNHARD GARDNER, 73, commercial counsellor for the RCA International Division, died of a heart attack July 29 in New York. Mr. Gardner joined RCA in 1918, serving with several of the firm's plants and subsidiaries in Montreal, London, Tokyo and New York. He served as liaison with the British Purchasing Commission from 1940 until he retired in 1946. After retiring, he was commercial counsellor for the International Division until his death.

Polk Slaying Case Difficult – Burdett

GREEK government police investigating the murder of George Polk, CBS correspondent, were accused last week by a CBS reporter of failing to explore all possible keys to the mystery and to have concentrated on a fixed predisposition that the killing was engineered by Communists.

Winston Burdett, CBS Middle East correspondent, in a report broadcast from Athens Aug. 1, said that he and Gen. William Donovan, wartime chief of the OSS and now counsel for a newsmen's committee to investigate the Polk slaying, had been "disturbed" to learn that Greek police had been proceeding on the "major hypothesis . . . that George Polk was murdered by Communists."

The investigation, which is no nearer solution than it was the day Mr. Polk's body, trussed and shot in the head, was found in Salonika Bay, is extremely difficult, said Mr. Burdett. Salonika, the scene of the killing, is a city seething with underground political activity, both of the exterme left and right. By selecting Salonika Bay for the crime, either side—the Communists or extreme Right Wing terrorists—could lay the murder "at the doorstep of the other," Mr. Burdett reported. "Unless a real and earnest effort is made to explore all sides," said Mr. Burdett, "we cannot report to the American people that the Greek government has done everything it could to find and punish the murderers."

NAB's Miller Will Head UN Day Radio Committee

JUSTIN MILLER, NAB president, has accepted an invitation from Secretary of State George C. Marshall to serve as a member of the National Citizens' Committee for United Nations Day, Oct. 24, and as chairman of the subcommittee on radio and television.

The committee's purpose will be to enlist the support and cooperation of "people generally and cities, towns, civic organizations, the press, the radio and other media groups." It was formed in response to a request from the UN General Assembly for all member nations to promote the observance of United Nations Day.

WDOW Now WMDN

CALL LETTERS of WDOW Midland, Mich., have been changed, with FCC approval, to WMDN, to avoid any possible confusion or conflict through listener association with the Dow Chemical Co., the city's major industry, according to Walt Gaines, station general manager. The station expects to take the air by September.

ADDITION of 70 albums worth $300 has brought the total of records in the U. of Texas Radio House transcription library at Austin, Tex., to about 1,100.

FM·AM·TV

ONE BROADCASTER TELLS ANOTHER

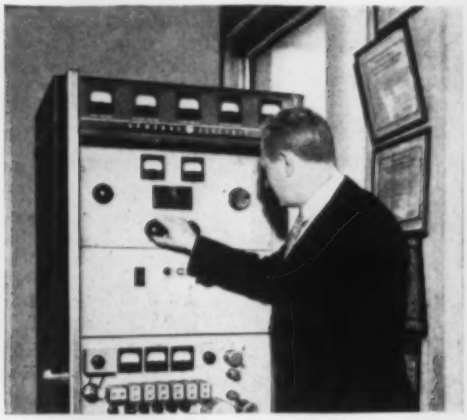
"IT'S G-E FOR ME!"

FOR 4 BIG REASONS!

ACCEPTANCE "Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter." M. H. Vroman, General Manager, KFXM-FM, San Bernardino, Calif.

COMPLETENESS In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development

PERFORMANCE "There's no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control." Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.



SERVICE "The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation." Ross A. Utter, Chief Engineer, WEFM, Chicago, Ill.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

18C-G1P-6914

FOR FAST SERVICE CALL G-E!

Broadcast equipment representatives are at G-E offices in all principal cities.

ATLANTA 3, GA.
187 Spring Street, N. W.—Walnut 9767

BOSTON 1, MASS.
140 Federal Street—Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart—Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street—Parkway 3431

CLEVELAND 4, OHIO
710 Williamson Bldg.
Euclid & Public Square—Superior 6822

DALLAS 2, TEXAS
1801 N. Lamar Street—LD 224

DENVER 2, COLO.
650 17th Street—Keystone 7171

KANSAS CITY 6, MO.
106 W. 14th Street—Victor 9745

LOS ANGELES 14, CALIF.
Suite 1300-1301—Security Title Insurance Bldg.
530 West Sixth Street—Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street—Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue—Wickersham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street—Pennypacker 5-9000

SALT LAKE CITY 9, UTAH
200 South Main Street

SAN FRANCISCO 4, CALIF.
235 Montgomery Street—Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 209—Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue—Main 7100

SYRACUSE 1, N. Y.
Syracuse 6-4411

WASHINGTON 5, D. C.
806 15th Street, N. W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write: *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

Radio Week Plans Related by RMA

TWO major projects have been announced by the RMA for National Radio Week, Nov. 14-20, in which the radio dealer will play a vital role.

The first is a repetition of the "Voice of Democracy" radio speaking contest for high school students. Preliminary contests will be held locally by Junior Chamber of Commerce chapters, aided by local broadcasters and radio dealers. Following the local and state elimination contests, four national winners will be selected and brought to Washington by RMA and NAB to receive college or university scholarships.

RMA plans now call for radio dealers to donate radio receivers to the high school in each community which produces the boy or girl selected as the "Voice of Democracy."

The second project as reported by RMA will bring to a climax the year-round "Radio-in-Every-Room . . . Radio-for-Everyone" sales campaign in which broadcasters are cooperating.

Robert K. Richards, NAB public relations director, is in charge of the "Voice of Democracy" contest. Herbert F. Guenin Jr., RCA-Victor Division, Camden, N. J., is head of the subcommittee of the National Radio Week Committee directing the "Radio-in-Every-Room" program.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Applauds TV Feature

EDITOR, BROADCASTING:

Readers [of] BROADCASTING . . . get more than just the news—they get all of the important details of the news in BROADCASTING, both radio and television.

A special round of applause for the weekly TELESTATUS REPORT. I wouldn't miss it. This section is an excellent source for information to be passed along to clients to keep them TV-minded . . .

Fran Harris
Director, TV & Motion Pictures
Ruthrauff & Ryan
Chicago

* * *

WAGA-TV Facts

EDITOR, BROADCASTING:

"We all" raise our heads long enough from the wailing wall to point a wavering finger at page 28 of BROADCASTING of Aug. 2.

We note through tear-stained eyes that WAGA-TV Atlanta is now on the air. It must be a new type of television the Commission doesn't know about. Here are the unhappy facts:

WAGA-TV has a STA but no antenna. Our engineers assure me that it is impossible to transmit without an antenna. Not being an engineer, I assume they are right. WSB-TV has no STA but does have an antenna—598 feet of it and ump-teen dollars invested. The WSB test pattern goes on the air Aug. 14 with T-Day in Atlanta set for Sept. 29. We quote BROADCASTING of May 24, June 21, July 19, Aug. 2. Incidentally, we will get the STA next week when it will do us some good.

J. Leonard Reinsch
Managing Director
Cox Stations

Oral Argument on Video Postponed Indefinitely

ORAL ARGUMENT on the proposed nationwide television channel reallocation was continued by FCC last Thursday to a date "subsequently to be announced." The Commission, acting on its own motion, also extended to a date yet to be set its deadline for filing of briefs.

Argument on the FCC's proposed changes in allocations had been scheduled for Aug. 16 at the conclusion of hearings in the proceeding a fortnight ago [BROADCASTING, Aug. 2]. Although no reason was given for the postponement, it appeared that some additional hearings may be necessary upon new petitions which relate to corrections of typographical errors in the FCC proposals. All of this material would be subject then to the forthcoming argument.

Meanwhile there was speculation that the argument might not be held until after conclusion of the hearing on the "upstairs" video band, 480-960 mc, now set to begin September 20.

FCC Slap

(Continued from page 25)

that all that the Commission intended to do, or did, was to take the opportunity afforded by its decision in the Port Huron case to support in the form of a considered opinion the view it had been trying to get Congress to enact into law, that radio stations ought to be, and are, exempt from libel laws in connection with political broadcasts and ought not to be, and are not permitted to censor them for libel. . . .

The case was heard by Circuit Judge J. C. Hutcheson Jr., who presided and wrote the court's decision, and District Judges T. M. Kennerly and Allan B. Hannay.

AFRA Contract Talk

RENEGOTIATIONS for a new contract to supersede present one which expires Sept. 16 were held between AFRA and independent station owners of the Los Angeles area at a meeting August 5. While no details of the meeting were disclosed, it is understood that union seeks pay increases for staff announcers.

Teletranscriptions Fees Schedule Set

DuMont System Transcribes Video Shows Off Cathode Ray Tube

DuMONT television network officials announced a price schedule last week for Teletranscriptions, a system of transcribing video programs off the face of a cathode-ray tube. Teletranscriptions, according to DuMont, are expected to prove especially useful for television outlets not within reach of network facilities.

The price schedule, prepared under the direction of Mortimer W. Loewi, executive assistant to the DuMont network president, outlines the four major commercial uses of Teletranscriptions, and their rates, as follows:

1. Teletranscriptions of live shows to be used as an extension of networking. The sponsor buys time on DuMont affiliated stations, including WABD New York, and the network will transcribe the show as aired by WABD, free of charge, supplying the sponsor with one transcription for each three affiliated stations elected. If the program is to be telecast in all selected markets within a shorter space of time than is possible with one print for each three stations, additional prints will be made at the following prices per print: 60 minutes—$60; 45 minutes—$45; 30 minutes—$30; 15 minutes—$20, and anything less than 15 minutes —$15

2. Teletranscriptions of live shows to be used for reference and file purposes only. DuMont will supply a first print on the basis of $8 per minute, with a minimum price of $40. The schedule is as follows: 60 minutes—$480; 45 minutes—$360; 30 minutes—$240; 15 minutes—$120; 10 minutes—$80; 5 minutes—$40 and 1 minute—$40.

3. Teletranscriptions of closed circuit recording sessions for reference, file and audition purposes only. The fee is on the $8 per minute basis for the first print, with a $40 minimum.

4. Teletranscriptions of one-minute commercials for future telecast purposes.

POWER plus PROGRAMS plus PROMOTION equals YOUR BEST BUY IN SOUTH TEXAS

50,000 WATTS ON 680 KC.

BOTH ABC AND TOP LOCAL SHOWS

TEXAS' OUTSTANDING MERCHANDISING DEPARTMENT

RADIO STATION KABC SAN ANTONIO

50,000 WATTS DAY
10,000 WATTS NIGHT

American Broadcasting Co. ★ Texas Broadcasting System

National Representative, John Blair

RESULTS?
THAT'S US!
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS — NOW!
Interested? Ask
JOS. WEED & CO.,
350 Madison Ave., New York

AM · FM · TV
RAYTHEON SPEECH EQUIPMENT

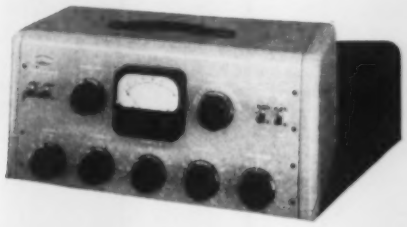
For the last word in complete, up-to-the-minute facilities
... or simple, low-cost equipment to suit your limited requirements ...

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE

NOW WITH CUE POTS FOR TWO TURNTABLES

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.



RPC-40 PORTABLE CONSOLETTE

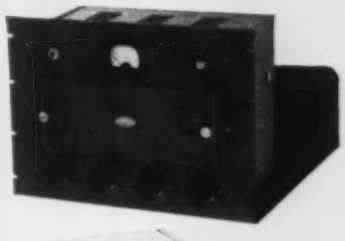
Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

RR-30 REMOTE AMPLIFIER 3 CHANNEL

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.

RR-10 REMOTE AMPLIFIER SINGLE CHANNEL

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pickups requiring only one high-fidelity channel.



RL-10 VOLUME LIMITER

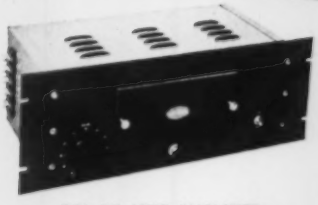
Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.

RZ-10 PRE-AMPLIFIER

A plug-in type pre-amplifier or booster for microphones or turntables. Handles high input level. Noise level below 85 db from 0 vu output. Low distortion. Plug-in construction permits using one to four units for maximum flexibility.

RP-10 PROGRAM AMPLIFIER

A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15000 cps; distortion less than 2% at + 30 vu. Designed for rack or cabinet mounting.



RPL-10 LINE AMPLIFIER

A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.

RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company
50 Broadway, New York 4, N. Y., WH. 3-4980

Peron's Brass

(*Continued from page 24*)

ment attacks on private radio began some two years ago, broadcasters in that country sought the help of IABA. Yet those same broadcasters, now evidently under government control, replied to a recent IABA report criticizing the lack of freedom in Argentina by saying the report was inaccurate and exaggerated. They further stated IABA had no business in the affairs of a sovereign nation.

Commenting on the Buenos Aires meeting in a letter to BROADCASTING, Mr. Mestre felt it "has accomplished a great deal." He added that in his opinion the showdown with Argentina "has strengthened the Association."

WMMI Marquette Drops Permit on Own Request

WMMI Marquette, Mich., was deleted by FCC last week upon request of its owner, Gordon H. Brozek. Advised by his physician not to continue the undertaking, Mr. Brozek turned in his authorization for 1 kw daytime on 970 kc.

WMMI originally had been applied for in November 1946 and was authorized in June 1947. Mr. Brozek had been manager of WDMJ Marquette and WDBC Escanaba, Mich.

MUSIC . . .
SPORTS . . .
24 NEWS . . .
hours a day
WINZ
FLORIDA'S
BIG
INDEPENDENT
940 KC
clear channel
FULL TIME
Business Address:
WINZ BUILDING
304 LINCOLN ROAD
MIAMI BEACH
Studios:
MIAMI, MIAMI BEACH
and HOLLYWOOD
Main Studio:
HOLLYWOOD BEACH
HOTEL
Jonas Weiland, *President*

AM APPROVALS

Eight Actions Taken By FCC

EIGHT new standard stations and reinstatement of two AM outlets previously deleted were approved last week by FCC. WWSW Pittsburgh was granted power boost from 2.5 kw night, 5 kw day to 5 kw fulltime on 970 kc, present frequency.

Among new AM grantees are Rep. Roy Clippinger (R-Ill.), president of Carmi Broadcasting Co., Carmi, Ill., which received 1 kw daytime on 1460 kc, and oil producer-broadcaster, Tom Potter, one-half owner Center Broadcasting Co., Center, Texas, which won 1 kw daytime on 930 kc. Mr. Potter's KTMP El Dorado, Kan., at same time received reinstatement of 1 kw daytime assignment on 1360 kc.

Other outlet reinstated was WIHL Hammond, La., owned by Superior Enterprises, which received 1 kw daytime on 730 kc.

New station grants and respective ownership details follow:

Carmi, Ill.—Carmi Broadcasting Co., 1460 kc, 1 kw, daytime; estimated cost of construction $43,961. Principals: Rep. Roy Clippinger (R-Ill.), 51% owner Carmi "Democrat-Tribune," president and 3.4% owner; Ivan A. Elliott, attorney, vice president 3.4%; J. Robert Smith, secretary 3.4%; Herbert G. Bayley, banker and local businessman, treasurer 3.4%. Same interests held by 26 others.

Center, Tex.—Center Broadcasting Co., 930 kc, 1 kw, daytime; estimated cost $19,300. Principals: Tom Potter, oil producer, 50% owner Lacy-Potter Television Broadcasting Co., video grantee at Dallas, permittee KSMI Seminole, Okla., and owner KTMP El Dorado, Kan., newly reinstated; and Tom E. Foster, Austin, Tex., in wholesale merchandise field. Each holds 50%.

Fairmont, Minn.—Fairmont Broadcasting Co., 1370 kc, 1 kw, fulltime, directional; estimated cost $34,812. Principals: Leo J. Seifert, attorney and banker, president and 26-2/3%; Alvin W. Wilken, owner, White Feather Hatchery, vice president; Herbert E. Nelson, ex-Army captain, secretary; Fred Krahner, attorney and banker, treasurer. Latter three officers and eight other individuals each hold 6-2/3%.

Middletown, Conn.—The Middlesex Broadcasting Co., 1150 kc, 500 w, daytime, conditions; estimated cost $22,000. Principals: Richard J. O'Brien, with Middletown Press Pub. Co., publisher daily Press, president and 25%; Elmer S. Hubbell, chief owner Middletown Press, vice president; William J. O'Brien Jr., since 1938 district manager of Pittsburgh office of ASCAP, secretary 25%; and Edward J. McNulty, business manager Middletown Press, treasurer. Middletown Press is 50% owner.

Newport, R. I.—Voice of Little Rhody, 1540 kc, 1 kw, daytime; estimated cost $21,485. Co-partners: John E. and Irene A. Malloy, owners women's apparel shop, Irene of Capital Hill, Washington. Mr. Malloy 1943-1946 was editor of wire copy for FCC's Foreign Broadcast Intelligence Service.

Pikeville, Ky.—East Kentucky Broadcasting Co., 1240 kc 250 w, fulltime, conditions; estimated cost $16,800. Co-partnership: John T. H. Scott, grocer; Dr. O. W. Thompson, dentist, and W. Frank Scott, banker and real estate broker.

Sarasota, Fla.—Sarasota Broadcasting Co., 1540 kc, 1 kw, daytime conditions; estimated cost $15,499. Equal owners: Antonio G. Fernandez, electrical engineer; Charles J. Fernandez, Sunday city editor of "Miami Herald"; William P. Cary, salesman, WRUF Gainesville, Fla.; and Gonzalo Fernandez, Army lieutenant stationed at Randolph Field, Tex.

Webster City, Iowa—Land O' Corn Broadcasting Co., 1570 kc, 250 w, daytime; estimated cost $23,788. Equal owners: Charles V. Warren, editor, daily "Freeman Journal"; his wife, Ruth B. Warren; Jack B. Bladine, telephone register publisher; his wife, Gayle H. Bladine. Group own "Freeman Journal."

Stations reinstated by the Commission:

KTMP, El Dorado Broadcasting Co., El Dorado, Kan.—Granted reinstatement of permit for 1360 kc, 1 kw, daytime. Outlet had been deleted in March as unable to locate transmitter site. Satisfactory site now has been found. Station is owned by Tom Potter (See Center, Tex., grant above).

WIHL, Superior Enterprises, Hammond, La.—Granted reinstatement of permit for 730 kc, 250 w, daytime. Permit had been deleted June 21 subsequent to expiration of time limit on its authorization. Ownership: Henry A. Mentz and Joseph A. Sims, attorneys.

NAB Completes Mailing Of Two Sales Booklets

LAST MAILINGS of the retail sales booklets, *Operation Traffic Flow* and *Checking Results From Radio Advertising*, were sent out last week to NAB members, and favorable comments already have been received at NAB headquarters.

Howard P. Abrahams, manager of the sales promotion division of the National Retail Dry Goods Assn., wrote NAB, "If I were back in a retail store, your *Operation Traffic Flow* would be my bible."

Edited by Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Dept., *Operation Traffic Flow* is 123 pages long and contains case histories of recent NRDGA radio program contest winners. The book is designed to help retailers buy radio advertising so as to increase store "traffic flow."

Checking Results From Radio Advertising, written by Walter L. Dennis, radio and television director, Allied Stores Corp., is also designed to assist retailers plan their broadcast advertising.

FMA Board Meeting

REGULAR bi-monthly meeting of the FMA board was scheduled to be held at FMA headquarters in Washington last Saturday (Aug. 7). Main business was expected to be submission of plans for the coming convention in Chicago.

Fleecers

(*Continued from page 24*)

James T. Burke, Denver district attorney, phoned the sheriff that a tipster had revealed the hotel as a likely stopping place.

The district attorney learned that the men, both of whom are in their early 30's, are connected with the promotion of a musical show scheduled to open on Broadway in September. One of them had been arrested for larceny in East Cambridge, Mass., and had been implicated in small crimes in Philadelphia, Providence, R. I., and New York City.

One of those held formerly was associated with a Sing Sing parolee in a "broadcasting company," and was connected with three other so-called broadcasting firms, the district attorney said.

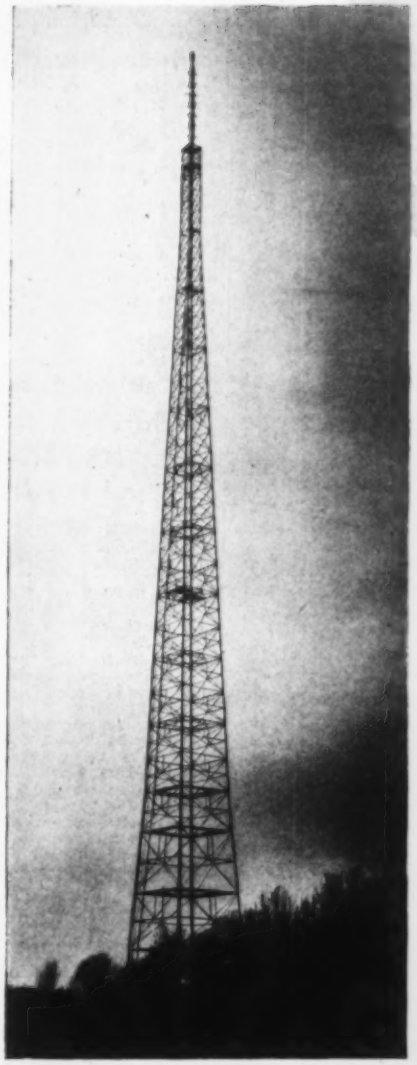
In the absence of William E. Drips, agricultural director of NBC's Central Division, who was out of the city, his office in Chicago reported that the men in custody had contacted three pure-bred stock breeders in the western states in recent weeks.

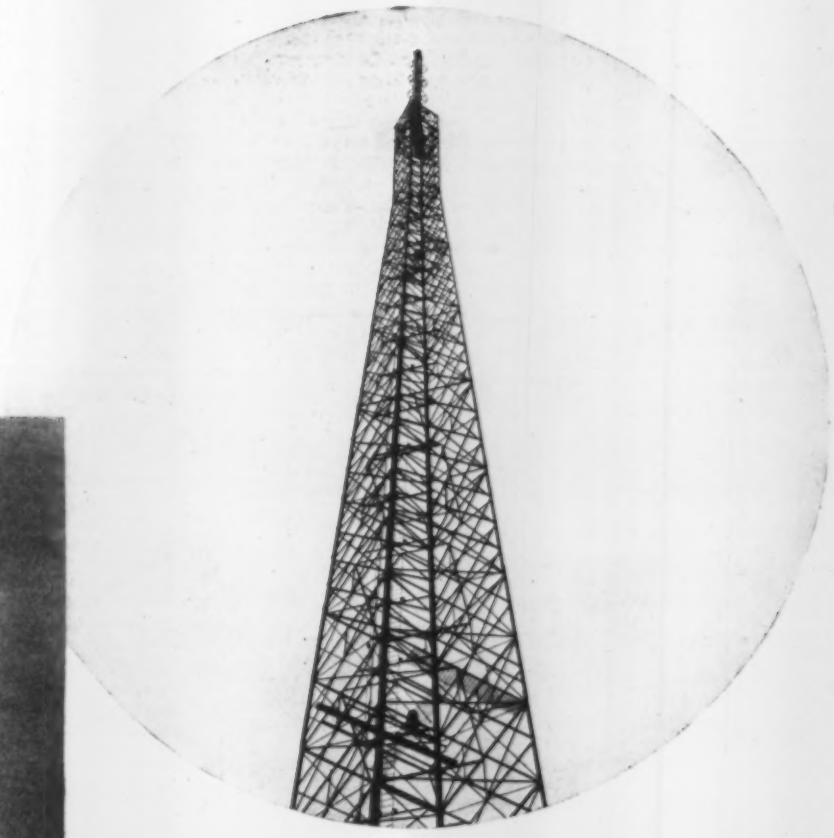
Each of the men held could be imprisoned for a maximum of 30 years under the two charges, Investigator Patrick said. They are scheduled to appear before Judge Joseph J. Walsh of the Division 6, Denver District Court, Aug. 16. They have retained Ike Melman, Denver attorney, as their lawyer.

Newspapers in Video

THE GROWING interest of newspapers in television was described by J. Howard Rutledge in the *Wall Street Journal* Aug. 4. Mr. Rutledge said that over 100 newspapers now have or are planning video operations. The ever-growing expenditures for radio advertising were cited and the favorable reaction to television of several department store executives was quoted. As to local advertising, Mr. Rutledge feels that "television may get these ads because of its visual character. Merchants like newspapers because they can show their wares in display ads. Radio doesn't offer them this opportunity; video quite vividly does."

Down in Carolina ☆ ☆ ☆ ☆
"Nothing Could Be Finer"
WNAO RALEIGH
North Carolina
The News and Observer Station
5000 WATTS • ABC • 850 KC.
Ask AVERY KNODEL, INC.





Performance—PLUS Maintenance—*MINUS*

Add hot-dip galvanizing to Blaw-Knox construction, and you've got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Type N-16 insulated, self-supporting tower with "lifetime" protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height . . . We invite discussion on your plans for future station improvement.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Building • Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS

District One

(*Continued from page 26*)

noting that Russia and Great Britain, with government - controlled radio systems, use the largest amount of spectrum space. NAB is cooperating with the State Dept. in solving the frequency shortage, he said, and indicated he soon will name a policy-level official to work with him and with A. D. Willard Jr., NAB executive vice president, in coping with the matter.

Judge Miller criticized U. S. government hogging of frequencies, many of which it never uses and needn't account for to anyone.

He said the joint NAB-Radio Mfrs. Assn. Committee will meet shortly to discuss television's spectrum problem. NAB's primary function is to prevent confiscation of licenses and to aid in providing the medium with channels. The special NAB board Television Committee will meet soon, he added, and sharply criticized "unscientific allocation of the spectrum."

As to NAB's policy toward TV members, he said the scheduled Chicago meeting this week may provide helpful suggestions on the association's future course. He reviewed the Standards of Practice enforcement problems and praised Mr. Fellows for his role during the early drafting days.

Mr. Fair called for careful and intelligent production by stations and discussed retail use of the medium.

Boston stations were hosts at a cocktail party Monday evening.

Sales clinic was conducted Tuesday morning by Hert L. Krueger, WTAG Worcester, Mass., district sales managers chairman. He reviewed sales discussions at the Los Angeles convention and traced current problems. Hugh M. P. Higgins, NAB assistant director of broadcast advertising, called for support of the All-Industry Presentation project. A. E. Spokes, WJOY Burlington, Vt., small stations chairman for the district, presided at a discussion of small station problems, including competitive aspects of TV's progress. Kenneth H. Baker, NAB research director, conducted a clinic on industry trends and audience analysis.

At the Tuesday luncheon Walter Haase, WDRC Hartford, presided as a member of the NAB Music Advisory Committee. He presented Kolin Hager, SESAC, and Carl Haverlin, BMI, who outlined current copyright developments.

At a closed session Mr. Haase read an editorial in the Aug. 7 BROADCASTING, suggesting that management keep careful supervision of recorded programs to prevent the "payola" practice from influencing selection of numbers and records. Pressure of recording companies was cited during discussion, along with an example of a "payola" attempt.

Suggestion was made that managers check answering of questionnaires dealing with performances.

Resolutions were adopted, including recommendation that a radio set question be included in the 1950 census; commending Judge Miller for his efforts upon behalf of radio freedom; urging support of the All-Industry Presentation; lauding Sen. Wallace White (R-Me.) for his efforts on behalf of broadcasting during his long legislative career; urging passage of legislation preventing the FCC from exercising control over program content or policies.

At the BMB session conducted by Hugh Feltis, BMB president, Jan Gilbert, radio director of Harold Cabot & Co., explained BMB's value in buying time. Miss Gilbert cited for example that BMB's reports were being used in buying newspaper space to support a radio campaign for Boston & Maine railroad.

Television session was held Tuesday afternoon with Linus Travers, Yankee Network executive vice president, presiding. Charles A. Batson, NAB information director, gave his TV analysis [BROADCASTING, July 26].

A panel session on Horizons Unlimited was held, with Mr. Travers in the chair.

MEMBERSHIP of new Boston Radio Executives Club increased rapidly as attractive enrollers at NAB District meeting signed over 150 members. Enrollers were (l to r) Jan Gilbert, radio director of Harold Cabot & Co., acting secretary of club, and Nona Kirby, WLAW Lawrence.

Pneumonia Hits Atlass

H. LESLIE ATLASS, vice president of CBS Central division and general manager of WBBM Chicago, was being treated for pneumonia late last week at Little Travelers Hospital, Petoskey, Mich., where he was taken after becoming ill on a fishing trip aboard his yacht. He and members of his family left Chicago a fortnight ago for the Upper Great Lakes area.

NAB CONCLAVES

Revised Second Series Schedule Announced

REVISED dates for the second series of NAB district meetings were announced last week by C. E. Arney Jr., NAB secretary-treasurer, who arranges the schedules.

The first series of meetings, now in progress, will wind up Aug. 20 with the 11th District meeting at Minneapolis. It will be followed by the second series of Far West meetings commencing with the 14th District at Mammoth Hotel, Yellowstone National Park, Sept. 8-9.

Next comes the 17th District meeting at the Davenport Hotel, Spokane, Wash., Sunday and Monday, Sept. 12-13. The first session of this meeting was set for Sunday to avoid conflict with the Washington state primary on Tuesday, Sept. 14.

From Spokane, Los Angeles is next with the 16th District meeting Sept. 14-15 at the Ambassador Hotel. Since there is just one day lapse between the 17th and 16th District meets, some of the NAB party will have to leave Spokane early to start the Los Angeles session.

Final stop will be San Francisco Sept. 16-17 for the 15th District meet at the St. Francis Hotel. Scheduling of three conferences in a one-week period was made necessary by the NBC affiliates meeting, which is set for Sept. 22 at Sun Valley, Ida.

A third series of district meetings throughout the southern states is also in the offing with the exact schedule to be announced this week.

Following is the schedule of remaining district meetings announced this far:

Aug. 9-10—Districts 7-8; French Lick Springs Hotel, French Lick, Ind.
Aug. 12-13—District 9; Palmer House, Chicago.
Aug. 16-17—Districts 10 and 12; Muehlebach Hotel, Kansas City.
Aug. 19-20—District 11; Radisson Hotel, Minneapolis.
Sept. 8-9—District 14; Mammoth Hotel, Yellowstone National Park, Wyo.
Sept. 12-13—District 17; Davenport Hotel, Spokane, Wash.
Sept. 14-15—District 16; Ambassador Hotel, Los Angeles.
Sept. 16-17—District 15; St. Francis Hotel, San Francisco.

WHAT A COMBINATION!

When you smoke a Camel, in your Hanes Underwear, under a Chatham blanket, you join the world's millions in keeping Winston-Salem one of the world's great markets . . . and you help keep our workers supplied with cash to buy the products they hear about over WAIR.

WAIR

Winston-Salem, North Carolina
Representatives: The Walker Co.

1st District Registration

A

Addison Amor, NBC; D. C. Ayer, WMUR Manchester, N. H.

B

E. J. Babkes, WWNH Rochester, N. H.; Norman E. Bailey, WKBR Manchester, N. H.; Dana F. Baird, Weed & Co., Boston; Kenneth H. Baker, NAB; Benjamin Bartzoff, WVOM Boston; Charles A. Batson, NAB; J. Frank Beatty, BROADCASTING, Washington; Ford Billings, WEIM Fitchburg, Mass.; James W. Blackburn, Blackburn-Hamilton, Washington; Aaron S. Bloom, Kasper-Gordon, Boston; R. W. Booth, WTAG Worcester, Mass.; John J. Boyle, WJAR Providence; Quincy A. Brackett, WSPR Springfield, Mass.; A. J. Brissette, WTAG Worcester, Mass.; Carleton D. Brown, WTVL Waterville, Me.

C

Vinnie Callanan, WNHC-WNHC-TV New Haven; Murray Carpenter, WPOR Portland, Me.; Hervey Carter, WMUR Manchester, N. H.; Sol Chain, WNHC New Haven; Vincent H. Chandler, WMUR Manchester, N. H.; Hank Christal, Ed Petry & Co., New York; Earle Clement, WEIM Fitchburg, Mass.; Joseph K. Close, WKNE Keene, N. H.; Edward Codel, Katz Agency, New York; Bert Colter, WMUR Manchester, N. H.; Leonard V. Corwin, F. W. Ziv Co., New York; Tom Cunningham, AP Boston; Charles Curtain, WNAC Boston; Fred M. Cusick, WVOM Boston.

D

William N. Davidson, ABC New York; C. G. Delaney, WTHT Hartford; Charles N. DeRose, WHYN Holyoke, Mass.; R. P. Doherty, NAB; Franklin M. Doolittle, WDRC Hartford; Harold A. Dorschug, WEEI Boston; Cy Douglass, AP Boston.

E

Ray C. Ellis, Raytheon, Waltham, Mass.

F

Harold Fair, NAB; Harold E. Fellows, WEEI Boston; Hugh Feltis, BMB New York; William Finkeldey, WLAM Lewiston, Me.; Charles A. Fuller, WBET Brockton, Mass.

G

Fred Garrigus, WEEI Boston; Jan Gilbert, Harold Cabot & Co., Boston; R. G. Girardin, WEEI Boston; Harry D. Goodwin, WCOP Boston; W. A. Gray, Raytheon Mfg. Co., Waltham, Mass.; Warren M. Greenwood, WHAV Haverhill, Mass.; George O. Griffith, WJAR Providence.

H

Walter Haase, WDRC Hartford; Kolin Hager, SESAC New York; John W. Haigis Jr., WHAI Greenfield, Mass.; Roy Harlow, BMI New York; Richard Harrington, Lowell Sun Pub., Lowell, Mass.; Gerald Harrison, WMAS Springfield, Mass.; Carl Haverlin, BMI New York; Jay Heitin, WHYN Holyoke, Mass.; Gerald T. Higgins, WLAM Lewiston, Me.; Hugh M. P. Higgins, NAB; E. E. Hill, WTAG Worcester, Mass.; John J. Hurley, WNEB Worcester, Mass.

J

Geo. H. Jaspert, WCCM Lawrence, Mass.; Ted Jones, WHOB Gardner, Mass.; Warren H. Journay, WFEA Manchester, N. H.

K

Ralph Kanna, WMMW Meriden, Conn.; Robert A. Kelley, WKBR Manchester, N. H.; Robert S. Keller, Robert S. Keller Co., New York; Belva C. Keyworth, WMNB North Adams, Mass.; J. Gordon Keyworth, WMNB North Adams, Mass.; H. S. Kilgore, Collins Radio Co., New York; Gene King, WCOP Boston; Nona Kirby, David M. Kirnel, WLAW Lawrence, Mass.; H. L. Kreuger, WTAG Worcester, Mass.

L

Melvin Lahr, WSAR Fall River, Mass.; Wayne Henry Latham, WSPR Springfield, Mass.; Craig Lawrence, WCOP Boston; John C. Libby, WCOU Lewiston, Me.; Joseph Lopez, WICC Bridgeport, Conn.; Bert Lown, Assoc. Program Service, New York; Paul C. Lytle, WNEB Worcester, Mass.

M

William B. McGrath, WHDH Boston; James J. McKernan, Sc. Jonnsbury, Vt.; Bernie Mack, WMUR Manchester, N. H.; William Malo, WDRC Hartford, Conn.; H. Roy Marks, WEEI Boston; Thomas C. May Jr., WCCM Lawrence, Mass.; James W. Miller, J. W. Miller Co., New York; Justin Miller, NAB; James T. Mine, WNHC New Haven; Gordon Moore, WMUR Manchester, N. H.; Paul N. Morency, WTIC Hartford; Bernard S. Morfey, WPRO Providence; Harold B. Morrill, WLAW Lawrence, Mass.; Don Morton, WEAN Providence; J. J. Murray, WEEI Boston; K. B. Murray, WNEB Worcester, Mass.

N

Arthur A. Newcomb, WOTW Nashua, N. H.; H. W. Nichol, WHAI Greenfield, Mass.

O

Richard J. O'Brien, WMNB North Adams, Mass.; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington; Harvey Olson, WDRC Hartford; Thos. F. O'Neil, WNAC Boston; Ward Oury, INS New York.

P

James Parker, WTOR Torington, Conn.; J. T. Parsons, WBRK Pittsfield, Mass.; Leonard J. Patricelli, WTIC Hartford; James M. Patt, WNBH New Bedford, Conn.; Lin Pattee, BMI New York; S. J. Paul, BROADCASTING, New York; Robert I. Payne, WFAU Augusta, Me.; Robert M. Peebles, WKNE Keene, N. H.

R

Garo W. Ray, WWON Woonsocket, R. I.; John E. Reilly, WMEX Boston; David M. Richman, WHOB Gardner, Mass.; M. J. Rifkin, Frederick W. Ziv Co., New York; William H. Rines, WCSH Portland, Me.; Dwight Rorer, Dow, Lohnes & Albertson, Washington; Arthur I. Rothafel, WFEA Manchester, N. H.

S

Lew Sargent, WHAV Haverhill, Mass.; Arnold F. Shoen Jr., WPRO Providence, R. I.; H. H. Scott, H. H. Scott Inc, Cambridge, Mass.; Irwin Shapiro, Edmund J. Shea, James Thomas Chirurg Co., Boston; Donald M. Sheehan, WCCM Lawrence, Mass.; Alex Sherwood, Standard Radio, New York; David Shurleff, WNAC Boston; Elden H. Shute Jr., WLAM Lewiston, Me.; John Spargo, Raytheon, Waltham, Mass.; A. E. Spokes, WJOY Burlington, Vt.; Mildred P. Stanton, WORC Worcester, Mass.; Philip C. Stolar, WBET Brockton, Mass.

T-Z

Jack Tallcott, SESAC New York; Carl R. Taylor, WSKI Montpelier, Vt.; Richard S. Testut, Assoc. Program Service, New York; Florence Thomas, WATR Waterbury, Conn.; Alan C. Tindal, WSPR Springfield, Mass.; Linus Travers, WNAC Boston.

Harold L. Vigne, WTVL Waterville, Me.

Wallace A. Walker, WFCI Pawtucket, R. I.; Alvin C. Walters, WNAC Boston; Pierre Weis, Lang-Worth, New York; Harry Wheeler, WCOP Boston; Kenneth A. Wheeler, WVOM Brookline, Mass.; J. F. White, Andrew Corp. New York; David R. Williams, Standard Radio, New York.

William E. Young, Capitol Transcriptions, Hollywood.

11 More Dropping FM Authorizations

Economic Factors, Limited Number Of Sets Cited

ECONOMIC factors and limited number of FM receivers were indicated as chief reasons last week among 11 FM grantees who returned their authorizations to FCC for cancellation. Six of the group are AM station operators.

FCC reported that the respective construction permits were surrendered for cancellation upon request by each station. The FM outlets deleted and reasons given, according to the Commission are:

KGBX-FM Springfield, Mo.—Springfield Broadcasting Co., licensee AM station KGBX there; indicated could not meet conditions specified by FCC; Channel 222 (92.9 mc).

WHIT-FM New Bern, N. C.—Coastal Broadcasting Co., licensee WHIT; existing economic conditions; Channel 279 (103.7 mc).

KFVD-FM Los Angeles—Standard Broadcasting Co., licensee KFVD; can't meet conditions specified by FCC; Channel 258 (99.5 mc).

WEOL Columbus, Ohio—Capital Radio Inc.; stockholders have decided not to construct; Channel 226 (93.1 mc).

KTUR Turlock, Calif.—Turlock Broadcasting Group; applicant has not commenced construction within time set by FCC in permit; Channel 265 (100.9 mc).

KSRB Santa Rosa, Calif.—The People's Broadcasting Co.; personnel trouble, few FM sets in area, local competitive factors; Channel 249 (97.7 mc).

WEXT-FM Milwaukee—WEXT Inc., licensee WEXT; does not desire to proceed; Channel 251 (98.1 mc).

WXTR Glens Falls, N. Y.—Warren Broadcasting Corp.; stockholders do not wish to continue; Channel 280 (103.9 mc).

KUGC Keokuk, Iowa—The Gate City Co.; financially impractical; Channel 274 (102.7 mc).

KWKC-FM Abilene, Tex.—Citizens Broadcasting Co., licensee KWKC; limited number of FM sets; Channel 252 (98.3 mc).

KVOX-FM Fargo, N. D.—KVOX Broadcasting Co., licensee KVOX; find must construct completely new tower which presently isn't feasible but may file again later; Channel 260 (99.9 mc).

TELECASTING of Don Lee "What's The Name Of That Song" started Aug. 7 on network's television station W6XAO Los Angeles as weekly sustaining feature. Show, produced by E. Carlton Winckler, Don Lee TV program coordinator, is being presented as package, exclusively for television.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, President
GEORGE H. ROEDER General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

SIX YEARS ON WGBI!

The Texas Rangers transcriptions were recently signed up for their sixth year on WGBI, Scranton, Pa. And for the same sponsor, too! On WGBI they reached a 27.4 Hooper during 1947 on their 15-minute Monday through Friday program from 6:30-6:45 p. m.

America's foremost Western playing and singing group—as well as the largest . . . The Texas Rangers also offer you the greatest number of high fidelity, vertical cut transcribed tunes. Finest for FM as well as AM!

"Cowboy Hymns," by The Texas Rangers is the first album of its kind. This exciting new album by Bibletone, features six outstanding cowboy hymn selections.

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

Investigation

(*Continued from page 23*)

enactment of a uniform defamation-by-radio law, while Mr. Richards, reiterating that his state's libel laws are still in effect, felt a satisfactory solution might be provided by setting up a law defining criminal libel and giving stations the right to censor it out of broadcasts.

In the background, but due to be put into the record, was the Houston court's decision which dismissed the KPRC Houston suit against the Port Huron decision on jurisdictional grounds and yet, at the same time, took a slap at the decision.

Legislation Sought

Rep. Forest A. Harness (R-Ind.), chairman of the Select Committee, made it clear that the purpose of the hearing—which opened Thursday and was to be completed Friday (see late story, page 4)—was "to consider possible legislation to correct what appears to be an intolerable situation and one that seems to be in conflict with the public interest."

He served notice that the Port Huron study was "but one phase" of the committee's probe, that "a complete and searching investigation of all branches and activities" of the Commission would be made, and that the committee's staff has been instructed "to proceed without delay in an overall investigation." Further hearings, he said, will be held during the Congressional adjournment.

The committee showed a definite interest in the fact that FCC's Law Bureau generally prepares drafts of decisions before the Commission itself has considered the questions involved, which led Rep. Leonard W. Hall (R-N. Y.) and Rep. Charles H. Elston (R-Ohio) to request the "backgrounds" of all attorneys who write decisions. At another point Rep. Elston interjected that the final Port Huron decision appeared to be in accord with CIO's views and contrary to those of "everybody else."

But the opening-day session produced none of the fireworks which marked the 1943-44 Cox Committee investigation of FCC. The questioning from both the committee and its general counsel, Frank T. Bow, was generally calm and even-tenored. Even officials of the Commission, though under fire, appeared pleased by the committee's attitude.

All four committeemen present —Reps. Harness, Hall, Elston, and Oren Harris (D-Ark.)—raised questions frequently, but the major share of the examination was carried by Mr. Bow. Rep. Percy Priest (D-Tenn.), fifth member of the committee, was not present.

Running account of the Thursday session follows (for Friday account, see late story page 4):

Chairman Coy aroused some pointed questioning at the outset with his disclosure that the first draft of the Port Huron decision — like most other decisions—originated in the Law Bureau without prior consideration by the Commission.

"How did the law department know how to write the decision until they knew the views of the Commission?" Rep. Elston wanted to know.

Mr. Coy replied that the Law Bureau prepares drafts reflecting its own recommendations, which the Commission accepts or revises —and frequently rejects.

To another question from Rep. Elston, he said he did not personally know of any other government agency where this procedure is followed. General Counsel Cottone, however, said a little later that it was the standard procedure in all agencies where he had worked.

Justifies Views

In justification of the views of the Port Huron decision, Mr. Coy cited the pending White Bill (S-1333), which has a provision forbidding censorship but exempting broadcasters from liability for anything broadcast in discussions of political or controversial issues.

"That is a pending bill—not yet law," Chairman Harness noted.

Referring to court decisions for support of the Commission's view that Congress had occupied the field of political censorship and that therefore conflicting state laws will not apply, Mr. Coy maintained that the essential conflict between federal and state laws would still persist even if the White Bill were enacted. The controversy will be settled only by an ultimate ruling by the Supreme Court, he contended.

The FCC chairman agreed with Mr. Bow that FCC in the past has taken the position that there should be legislation on the subject, and declared himself "very much in favor" of the White Bill's version.

Mr. Coy said he didn't think the Port Huron decision "necessarily" would relieve broadcasters of liability for political defamation.

Mr. Coy was asked bluntly what happens to broadcasters who don't follow the Port Huron principles. He said this raised a "difficult problem," but that thus far the Commission has granted renewals, having respect for the conflict of state and Federal law and the fact that, before Port Huron, there was no interpretation of the political law to guide broadcasters.

Asked whether licensees wouldn't be required to observe the decision, he said broadcasters don't always follow FCC's decisions. He called attention to the "dilemma" confronting stations in Texas, and said he had no doubt those stations will do all they can to "protect themselves."

Mr. Cottone, following Chairman Coy to the stand, agreed with Mr. Bow that most of the briefs filed with FCC in connection with the Port Huron decision were opposed to it, and that only the CIO's fully approved it.

Elston Retort

"So the final decision was in accord with the views of the CIO and against those of everybody else," Rep. Elston snapped.

"I wouldn't say that," Mr. Cottone replied, noting that Mr. Pierson agreed with at least a part of the decision.

Rep. Hall made a point of the 2½-year period which lapsed between the filing of the Port Huron station's renewal application and the issuance of the decision. The FCC general counsel offered to cite cases that took longer.

To other questions, Mr. Cottone said the first draft of the decision was written by Mr. Solomon, and that he himself ultimately signed it for submission to the Commission.

At this point Rep. Hall suggested that Mr. Solomon's "background" —and that of Harry M. Plotkin, assistant general counsel, who had a hand in writing the decision—should be "spread on the record" for the investigating committee. Rep. Elston interjected that the committee should have the back-

Markham Honored

G. EMERSON MARKHAM, manager of WGY, WGFM and WRGB, all Schenectady, N. Y. stations, was awarded the Reuben Brigham annual award in Spokane, Wash., last week for outstanding service in the radio and television fields to the nation's agriculture. The American Assn. of Agricultural College Editors, in making the award, cited Mr. Markham for "his pioneer work in the field of agriculture, for helping to develop farm broadcasting, and for his pioneering in farm television shows."

Mr. Markham

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grounds "of all these people" who write decisions.

Mr. Solomon, who had not been slated to testify, told the committee he was a native of New York City, a graduate of Harvard College and Yale Law School and a member of the New York bar, and had since been with FCC except for about three and a half years' military service.

He said the Port Huron case was assigned to him with instructions to come up with a recommendation. He said he prepared a draft which was reviewed and revised by Max Goldman, then chief of the Litigation Section and now acting assistant general counsel in charge of litigation and administration; that he then re-wrote the recommended decision and submitted it to Mr. Plotkin, who also made some changes. It then went to Mr. Cottone and was submitted to the Commission, which, he said, made "fairly substantial changes."

Pierson Testimony

Mr. Pierson, following the FCC group, reviewed the position he took during the Commission's oral argument on the decision: The theory that Congress has occupied the field and therefore has nullified state libel and slander laws is "weak"; "confusion will reign" until the situation is clarified by Congress or the courts; the quickest end to the confusion can be accomplished by enactment of a new law, and FCC should "forego any threat of reprisals against existing licensees" and recommend Congressional enactment of a uniform defamation-by-radio law outlining broadcasters' responsibilities and "clearly" invalidating state laws which conflict with it.

He said he was sure the Port Huron decision has had an adverse effect on stations' operations in the public interest.

His own advice to clients, he said, has been to (1) abide by the decision and "not restrain utterances," or (2) ignore FCC's views and continue to "restrain utterances" that seem defamatory. Most of his clients, he said, have chosen the first course.

He was questioned at length about insurance policies against libel and slander. He felt that many of them are of questionable value where political broadcasts are concerned, though he said that some companies have adjusted their policies since the issuance of the Port Huron ruling.

Mr. Pierson viewed the White Bill's political section as sufficient in its protection of broadcasters but said he thought more could be done to clarify the question of who is to be held responsible for libelous broadcasts. He thought it would be less desirable, but that Congress could remove some of the present conflict by specifically providing that broadcasters may eliminate material which appears defamatory.

Mr. Richards, speaking for the Texas Attorney General, said his office took the view that the Port Huron decision "becomes an absolute rule unless invalidated by the courts," but that Texas stations will be prosecuted for violations of the state's libel and slander laws.

He said he felt FCC was wrong in its idea that Congress has "occupied the whole field." He also felt the Supreme Court would uphold the political broadcast section of the White Bill.

Rep. Elston interjected that "the only safe course [for a broadcaster] is to refuse all political broadcasts, and that's not in the interest of the public." Mr. Richards agreed. He construed the law's ban on censorship as a prohibition against censorship of political views, not censorship of defamation.

WGOV RENEWAL

Speech Rejector Gets FCC Approval

IN THE MIDST of a series of storms over its Port Huron ruling that political broadcasts may not be censored even for libel and slander, FCC last week renewed the license of a station which admittedly rejected a political speech because it contained libel.

The renewal went to former Georgia Gov. E. D. Rivers' WGOV Valdosta, Ga., whose renewal application had been held up since February while the Commission investigated a complaint filed by a candidate for mayor who was told by the station to cut out seemingly libelous portions or else.

Simultaneously, the Commission gave its long-awaited approval of the pattern of WGOV's new 5-kw operation on 950 kc (in lieu of its present 1450 kc with 250 w), and program tests on the new channel were slated to commence at once.

FCC authorities said issuance of the renewal was comparable to that in the Port Huron case, in which the Commission found WHLS Port Huron guilty of violating the law on political broadcasts (Sec. 315, Communications Act) but granted renewal on grounds that stations had had no guide in such matters, that WHLS apparently had intended no violation, and that it had pledged itself against violations in the future.

Similar treatment it was indicated, will be accorded any other pending pre-Port Huron cases where the infractions appear to have been relatively minor and unintentional. Authorities said they knew of no comparable cases having arisen since the Port Huron decision was issued.

WGOV itself went before the Commission several months ago to oppose the Port Huron interpretation, which it felt would "adversely affect" its own renewal bid [BROADCASTING, Feb. 23, May 10].

The Valdosta incident arose during a city election before the Port Huron decision was issued. The station told FCC it started when Bruce Edwards, later a candidate for mayor, asked for time to make a speech some nine weeks before the election. The speech was found to contain denunciations of the incumbent mayor, Mr. Edwards' uncle, and therefore was turned down by the station, WGOV asserted.

Mr. Edwards then filed as a candidate for mayor, and he, his uncle, and another candidate for the office all bought time, according to WGOV.

"But when Bruce Edwards' manuscript of his proposed speech was submitted to the station manager, it was found to be the same as the one previously submitted," WGOV reported. "Bruce Edwards was advised that he could broadcast the prepared political speech provided the libelous language, unbecoming to radio, was omitted. He thereupon complained to the Commission . . . ."

Language which WGOV told the Commission it would have had to carry if it had been operating under the Port Huron decision included such personal references as "pistol totin' criminals," "fugitive from justice," "hell-bent," "jail bird," and "big slew-footed ox."

WGOV's renewal, issued last Wednesday without a hearing, was for the period which ends Feb. 1, 1951. The station has been on temporary license since last Feb. 2.

Join WENR-TV Staff

WITH a fall opening still scheduled for WENR-TV Chicago, Fred Kilian, director of television programming, has added three to the staff of the ABC video outlet. Herb Cunniff, formerly in charge of the network's guest relations, will serve as television program assistant, as will John Meyers. Nancy Goodwin, formerly of Bozell and Jacobs Agency, Chicago, is a new member of the station's writing staff.

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Probe Blueprint

(*Continued from page 23*)

executive session of the committee when Sen. White discussed the possibility of investigating the NAB to ascertain if President Miller did, in fact, speak for NAB's station membership. Only his retirement from Congress is believed to have forestalled such an investigation with Sen. White, himself, at the helm [CLOSED CIRCUIT, June 21].

Although committee members currently refused to discuss in detail their plans for probing lobbying activities, they did emphasize that the matter would be given particular attention. In addition to determining whether the NAB spoke for its 2,000 stations, the subcommittee was expected to raise the question of whether Judge Miller should be registered as a lobbyist.

Two representatives of the association were registered during the last session under the Lobbying Act. They are Don Petty, general counsel, and A. D. Willard Jr., executive vice president [BROADCASTING, Aug. 2].

Committee spokesmen explained that the group planned to conduct a survey of the influence and pressures exerted within the industry and upon Congress and the FCC by individuals, corporations and organizations. This included trade organizations as related to administrative and legislative branches of government; the extent to which trade organizations properly represented industry and the status of trade organizations as defined by the Lobbying Act and anti-trust statutes.

It appeared also that the subcommittee chairman was ready to climb into the ring for a return bout with RCA. Sen. Tobey, who ranks high among the spectacular and aggressive probers, appeared to be sharpening his hatchet when he announced that during the probe he would give further attention to the question of patent controls in the industry.

Some sparks may fly when the investigators launch their survey of Commission authority and policies in determining qualifications, character and performance of new applicants and existing licensees in connection with the public-interest clause of the Communications Act. A digest of specific cases, bearing on these points, will be made. During this phase of the study the subcommittee will seek a definition for the phrase, "in the public interest." This section of the study will also encompass an analysis designed to show whether the FCC's scope of authority should be narrowed of broadened.

Question of Treaties

Sen. Tobey indicated close attention is expected to be paid communications treaties and conventions. It was deemed significant that the subcommittee program called for a specific study of State Department procedure in negotiating such agreements, the objective being to determine whether basic organic communications laws had been modified or breached.

The State Department has furnished Sen. Tobey, in response to a request, answers to a series of questions revealing the experience and background of all communications division officials as well as an analysis of all commercial and private interests represented at international conferences for some years, it was learned.

FCC will be asked to outline the present policies followed in making frequency allocations for all services. It will be asked to cite its present and probable future demands for frequency space.

The agency will be asked to specify what new services or enlargements of present services are anticipated and their general effect on and value to the public. An outline of FCC's procedure in handling applications for licenses for broadcast, common carrier, safety and special service facilities will be requested. Commission views on the prospects for additional frequency space, based on viewpoints of industry and government experts, will be solicited. During a preliminary survey of the FCC, the subcommittee will ask the agency to prepare an outline of its organization, functions, personnel and workload.

During another survey a series of consultations with industry leaders and Commission officials is to be conducted on such questions as (1) government licensing practices (2) the degree of competition which should be permitted in the industry (3) whether standards should be flexible and under FCC control or specifically decreed in the Communications Act (4) the control of power and use of channels and (5) policy which should be followed in anticipated growth in safety and special services broadcasting.

From the study a report will be prepared and legislation recommended on FCC organization, procedures and policies.

Common carrier studies in the international field will deal principally with the advisability of merger and an examination of financial conditions. The domestic common carrier problems will be subjected to a general review, highlighted by a study of competitive aspects.

GM Earnings

GENERAL MILLS showed earnings of $13,068,057 and total sales of $458,473,576 for the year ended May 31, 1948, according to an annual report of stockholders and employes released Aug. 2. New highs also were reported in wages and salaries. Increase in sales over preceding 12-month period was $87,541,149.

Ruling of Jones Set Aside by FCC

Further Hearing on 1490 kc Case Cancelled by Commission

FCC RULED last week that to inject the question of availability of a totally different frequency into a hearing on two mutually exclusive applications would amount to a violation of the Commission's rule against "multiple applications."

The ruling was handed down in an opinion and order reversing Comr. Robert F. Jones' approval, in a motions hearing of a petition to reopen the Grand Haven-Muskegon, Mich., 1490-kc case and consider the availability of 1240 kc at Grand Haven.

The petition to reopen was filed by WMUS Muskegon, which is competing with Grand Haven Broadcasting Co. for 1490 kc with 250 w fulltime. WMUS sought to show that 1240 kc could be used by the Grand Haven applicant, which would leave 1490 kc for WMUS, now on 1090 kc with 1 kw, daytime only. WMUS had failed in two earlier attempts to have the record reopened for evidence on alternate frequencies at Grand Haven.

In reversing Comr. Jones and cancelling the further hearing which he had scheduled, FCC held that the WMUS petition was not filed within the time specified by FCC rules, and that, since the hearing has been completed, reopening the record would be "contrary to orderly administration."

Further, the opinion noted, FCC rules provide that the Commission "will not consider two applications from one party for different frequencies serving the same area." The "spirit and purpose" of this regulation would be violated by granting the WMUS request, FCC said, because in effect it would result in Grand Haven Broadcasting Co. having applications for both 1490 and 1240 kc. The reversal of Comr. Jones' ruling was on petition of the Grand Haven applicant.

THE ACCUMULATED $2,115 lost by contestants on first three broadcasts of "You Can Lose Your Shirt," WNEW New York "Take-Away" show, will be divided between two New York hospitals, Maimonedes Hospital of Brooklyn and New York Eye and Ear Hospital.

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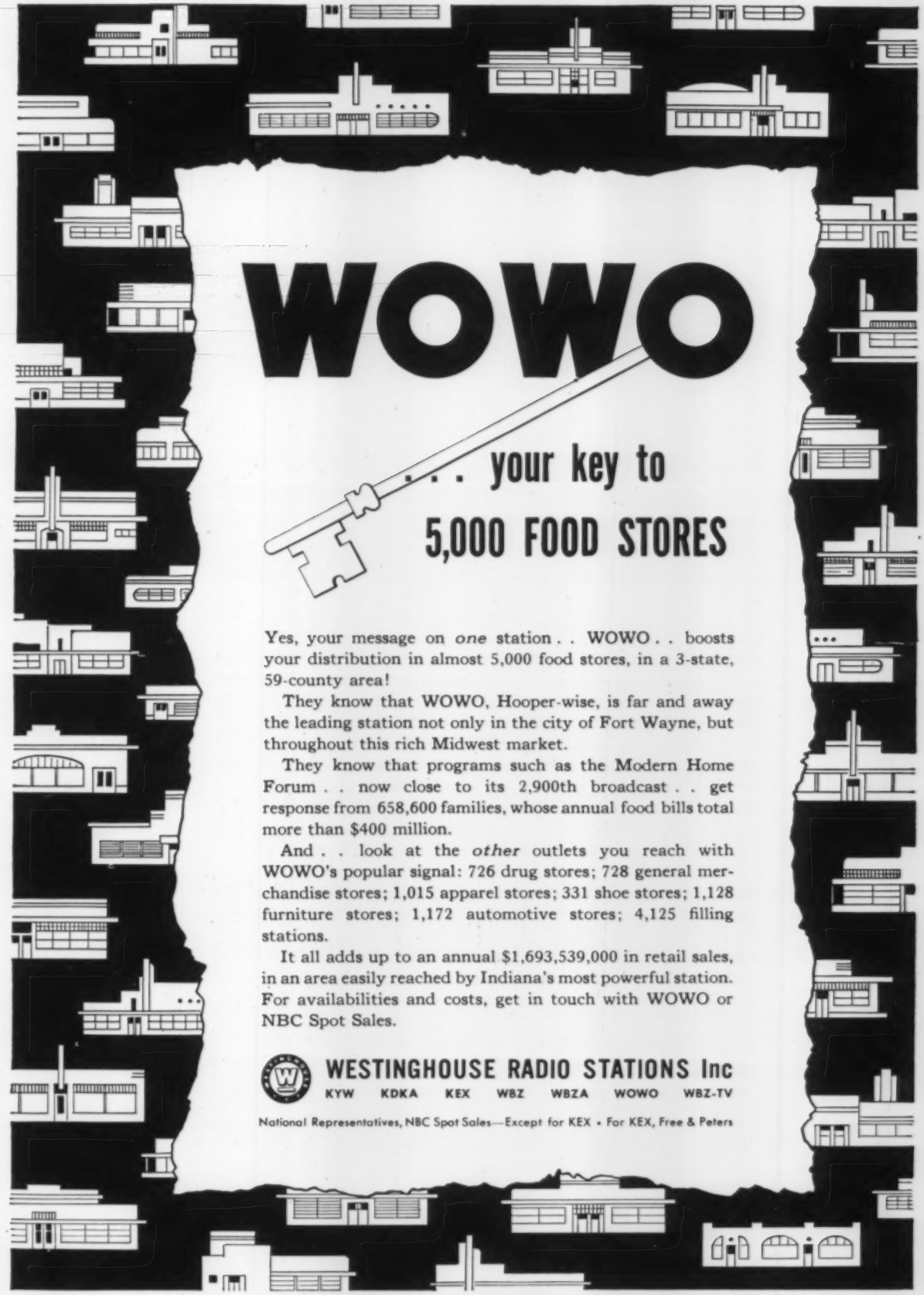
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WHN Call Letters To Become WMGM

50-kw Outlet Is Moving to New Million-Dollar Quarters

WHN New York will change its call letters to WMGM, following FCC approval last week, when it formally opens its new million-dollar quarters at 711 Fifth Ave. on Sept. 15.

The station's 18-kw FM outlet also will have a new name, WMGM-FM after it transfers from its current location with WHN at 1540 Broadway. Effective with the formal opening WMGM-FM will start duplication of the 20-hour AM program schedule.

WHN, which has operated for more than 25 years atop Loew's State Theatre Bldg., is affiliated with Metro-Goldwyn-Mayer through common ownership by Loew's Inc. It is believed, station officials said, that MGM Hollywood studios will play a greater part in programming structure. The station will operate under its present call letters until the formal opening, although personnel will occupy the new quarters by Aug. 16.

NBC, followed by World Broadcasting System, occupied the 13th, 14th, 15th and 16th floors of the new location, which have been completely remodeled and refurnished to house WMGM and WMGM-FM. About 36,000 net square feet of space have been devoted to six studios, artists' quarters, news rooms, library, audition, recording and sponsor rooms, and other office space. The rent for the new quarters reportedly will total more than a million dollars during the 10-year lease period.

Main Studio

The main studio has been designed on the 15th floor to acommodate about 250 persons. At the south side of the 25 ft. deep performers' platform is an 11 x 17 ft. control room, with the sponsors' booth built in the back of the studio, one floor above. The "Green Room," to be used by performers, is adjacent to the main studio.

The second largest broadcasting unit, Studio B, is on the 13th floor, and will accommodate 150 persons. The room contains a control room and sponsors' booth. Studios C and D, and their respective control rooms and sponsors' booths, are all on the 13th floor, as are Studios E and F. All are isolated from adjoining construction to eliminate outside noise or vibration.

WMGM's recording library, news room, announcers', program and operations staff offices, the sports department and Ted Husing's *Bandstand* office also are on the 13th floor. The floor above, in addition to housing the master control room, has three large rooms for program recording, an engineering shop, accounting department, staff musicians, music library, quarters for copyists and arrangers, and power and telephone rooms. Executive offices and a conference room will be housed on the 15th floor.

John J. McNamara, New York architect, designed the studios, and the Rheinstein Construction Co. built them.

WHN originated in 1923 as a 250-w station owned by the Marcus Loew Booking Agency. After its move to Loew's building on Broadway it merged with several small stations on 1010 kc as a 500-watter. Its power was gradually boosted until WHN became a 50-kw outlet in December 1941.

Population Rise

(Continued from page 25)

THE WEST:					
Mountain	4,393,000	4,150,003	+ 243,000	+ 5.9	— 230,000
Pacific	13,714,000	9,733,262	+ 3,981,000	+40.9	+3,130,000
NEW ENGLAND:					
Maine	885,000	847,226	+ 38,000	+ 4.5	— 11,000
New Hampshire	534,000	491,524	+ 42,000	+ 8.6	+ 21,000
Vermont	366,000	359,231	+ 6,000	+ 1.8	— 14,000
Massachusetts	4,635,000	4,316,721	+ 313,000	+ 7.4	+ 150,000
Rhode Island	745,000	713,346	+ 31,000	+ 4.4	— 7,000
Connecticut	1,974,000	1,709,242	+ 265,000	+15.5	+ 167,000
MIDDLE ATLANTIC:					
New York	14,165,000	13,479,142	+ 686,000	+ 5.1	+ 173,000
New Jersey	4,627,000	4,160,165	+ 467,000	+11.2	+ 255,000
Pennsylvania	10,512,000	9,900,180	+ 611,000	+ 6.2	+ 121,000
EAST NORTH CENTRAL:					
Ohio	7,675,000	6,907,612	+ 767,000	+11.1	+ 367,000
Indiana	3,835,000	3,427,796	+ 407,000	+11.9	+ 195,000
Illinois	8,397,000	7,897,241	+ 499,000	+ 6.3	+ 101,000
Michigan	6,069,000	5,256,106	+ 813,000	+15.5	+ 379,000
Wisconsin	3,247,000	3,137,587	+ 110,000	+ 3.5	— 100,000
WEST NORTH CENTRAL:					
Minnesota	2,888,000	2,792,300	+ 96,000	+ 3.4	— 110,000
Iowa	2,591,000	2,538,268	+ 52,000	+ 2.1	— 101,000
Missouri	3,903,000	3,784,664	+ 118,000	+ 3.1	— 80,000
North Dakota	541,000	641,935	— 101,000	—15.7	— 161,000
South Dakota	578,000	642,961	— 65,000	—10.2	— 119,000
Nebraska	1,284,000	1,315,834	— 32,000	— 2.4	— 112,000
Kansas	1,925,000	1,801,028	+ 124,000	+ 6.9	+ 9,000
SOUTH ATLANTIC:					
De'aware	291,000	266,505	+ 24,000	+ 9.1	+ 8,000
Maryland	2,139,000	1,821,244	+ 317,000	+17.4	+ 154,000
District of Columbia	861,000	663,091	+ 198,000	+29.8	+ 128,000
Virginia	2,999,000	2,677,773	+ 321,000	+12.0	+ 128,000
West Virginia	1,882,000	1,901,974	— 20,000	— 1.0	— 11,000
North Carolina	3,698 000	3,571,623	+ 126,000	+ 3.5	— 234,000
South Carolina	1,951,000	1,899,804	+ 51,000	+ 2.7	— 409,000
Georgia	3,138,000	3,123,723	+ 15,000	+ 0.5	— 282,000
Florida	2,328,000	1,897,414	+ 430,000	+22.7	+ 210,000
EAST SOUTH CENTRAL:					
Kentucky	2,780,000	2,845,627	— 65,000	— 2.3	— 375,000
Tennessee	3,091,000	2,915,841	+ 175,000	+ 6.0	— 177,000
Alabama	2,834,000	2,832,961	+ 1,000	------	— 386,000
Mississippi	2,096,000	2,183,796	— 88,000	— 4.0	— 384,000
WEST SOUTH CENTRAL:					
Arkansas	1,913,000	1,949,387	— 36,000	— 1.8	— 293,000
Louisiana	2,544,000	2,363,880	+ 180,000	+ 7.6	— 119,000
Oklahoma	2,284,000	2,336,434	— 53,000	— 2.3	— 280,000
Texas	7,104,000	6,414,824	+ 689,000	+10.7	— 140,000
MOUNTAIN:					
Montana	488,000	559,456	— 71,000	—12.8	— 113,000
Idaho	525,000	524,873	+ 1,000	+ 0.1	— 53,000
Wyoming	265,000	250,742	+ 14,000	+ 5.5	— 14,000
Colorado	1,144,000	1,123,296	+ 21,000	+ 1.8	— 84,000
New Mexico	547,000	531,818	+ 15,000	+ 2.9	— 76,000
Arizona	644,000	499,261	+ 145,000	+29.1	+ 76,000
Utah	640,000	550,310	+ 90,000	+16.3	+ 12,000
Nevada	139,000	110,247	+ 29,000	+26.4	+ 21,000
PACIFIC:					
Washington	2,357,000	1,736,191	+ 621,000	+35.8	+ 455,000
Oregon	1,545,000	1,089,684	+ 456,000	+41.8	+ 390,000
California	9,812,000	6,907,387	+ 2,905,000	+42.1	+2,285,000

MEMO to L. F. McCARTHY—
L. F. McCarthy Co., Cincinnati, Ohio

The 6:00 PM News for Hudepohl Brewing Company on WCKY leads all competition in rating with a 7.9*.

*Pulse, May-June 1948.

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

Moskovics Covers Video's Potential

Termed 'Giant Salesman' During Lecture at Wayne U.

TELEVISION may well prove to be the "giant salesman" needed to move the American product, which has increased from $75,000,000 in 1936 to over $150,000,000 in 1947, according to George L. Moskovics, manager, television sales development, CBS. Mr. Moskovics spoke last Wednesday before the Survey Course of Television of Wayne U., Detroit, on "Commercial Aspects of Television."

Pointing out the great increase in American products to be sold, Mr. Moskovics emphasized that to move these products was a selling job that will take a "giant salesman." "And when business men find that sales giant," he said, "they will be glad to pay him well." "There is no denying the fact that it does not now appear that television will ever be a low-cost medium when compared with other forms of advertising," he said. But the real question, Mr. Moskovics believes, is how effective TV can be. "If television can develop the degree of impact it now seems to promise, it will prove so efficient a selling tool that advertisers will use it regardless of its unit cost."

H. C. Greer, 71, Passes; W. Va. Radio Corp. Head

COL. H. C. GREER, 71, president of West Virginia Radio Corp. and identified with its ownership, died at his home near Morgantown, W. Va., last Thursday. He had been in ill health for several months.

West Virginia Radio Corp. owns WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and an FM outlet in Pittsburgh, WKJF.

Mr. Greer was publisher of the Morgantown *Dominion News* and the Morgantown *Post*. In addition to his newspaper properties and his radio interests, he also had interests in several other businesses, including steel, coal and power.

WNDR

BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.
Studios in the Wilson Bldg
Al Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.

PRESS GROUPS

Seven Now Organized By Radio, AP Men

THREE new state or regional Associated Press broadcasters' associations have been set up within the last ten days, augmenting the four organizations already established to study the AP radio news report and make recommendations for betterment of service.

States having such a group in operation are Alabama, Georgia, West Virginia and Kentucky, and organizational plans are now under way in other states, Oliver Gramling, AP assistant general manager in charge of radio, said last week.

New associations are Maryland, District of Columbia, Pennsylvania, Delaware, and the New England Assn., including AP radio members in Massachusetts, Rhode Island, Vermont, New Hampshire and Maine.

Leland C. Bickford, editor-in-chief of the Yankee Network News Service, is chairman of the New England Assn., with Arthur Rothafel, WFEA Manchester, N. H., vice chairman and Cy Douglas, chief of the AP bureau in Boston, secretary. Board members are Al Spokes, WJOY Burlington, Vt.; Murray Carpenter, WPOR Portland, Me.; and Bernard Morley, WPRO Providence, R. I. The association was formed at the NAB New England district meeting Aug. 2.

Maryland-D. C. Meet

Radio stations in Maryland and the District of Columbia, meeting July 29, organized the Chesapeake AP Radio Assn., and elected William C. Hardy, manager of WFMD Frederick, Md., as chairman. Ben Strouse, executive vice president and general manager of WWDC Washington, and R. J. Embry, vice president of WITH Baltimore, were elected vice chairmen. Max Fullerton, AP bureau chief in Baltimore, is secretary.

Two committees were named by Mr. Hardy. The news group to study AP's radio news report and make recommendations is headed by James P. Connolly Jr., WITH Baltimore. Other members are T. F. Coop, WTOP Washington, Charles J. Pruitt, WBOC Salisbury; William Conhurst, WCAO Baltimore; William J. Paulsgrove, WJEJ Hagerstown; William Folger, WINX Washington; Albert Warner, WOL Washington, and Fred Hoffman, WWDC Washington.

Heading a committee on cooperation among stations is Stewart Phillips, manager of WARK Hagerstown. Other members are L. Waters Milbourne, WCAO Baltimore; W. R. McAndrew, WRC Washington; Harold C. Burke, WBAL Baltimore, and Mrs. Aurelia Becker, WTBO, Cumberland.

Meeting July 29 in Philadelphia, Pennsylvania and Delaware broadcasters elected Joe Baudino, KDKA Pittsburgh, president; George Coleman, WGBI Scranton, first vice president; Ed Obrist, WPEN Philadelphia, second vice president; Jack Hooper, WHGB Harrisburg, third vice president, and Joe Snyder, Pennsylvania AP bureau chief, secretary.

A committee to study cooperation in gathering the AP report also was appointed, composed of William A. Banks, WHAT Philadelphia, Paul Breining, WBPZ Lock Haven, and Leo Onelian, WLEU Erie.

Another committee, to study the report itself, is composed of Bob Badger, WEDO McKeesport; Fred Joyner, WWSW Pittsburgh; Homer Smith, WHOK Sunbury; William Frank, WILM Wilmington; Harold Hadley, WCAU Philadelphia, and Ed K. Smith, WCMB Lemoyne.

The broadcasters met in conjunction with the NAB district convention.

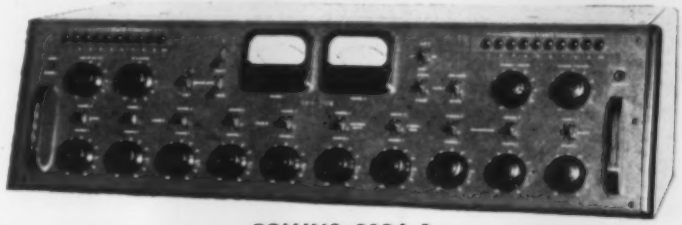
MOTOROLA Co., Chicago, employes working on hourly basis were given a 10-cent per hour salary increase last week. President Paul V. Galvin said the company does not plan to raise prices of its products. Employes' share of the firm's profits for the first half of 1948 exceeded $400,000, he said.

THE LONG ISLAND STORY

More people in Long Island's large, quality market listen to WHLI from 11 AM to noon than to three out of the four key network stations.

Of course WHLI has the Spring-Summer 1948 HOOPER Station Listening Index for Hempstead.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND



COLLINS 212A-1

Speech Input Console

The Collins 212A-1 speech input console provides maximum versatility for audio control in AM, FM, and TV broadcasting.

Facilities are provided for auditioning or rehearsing, cueing and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines. Two program amplifiers are included, making it possible to feed two independent programs at once, or by operating the line reversal switch, providing an emergency amplifier for normal use.

The frequency response curve of the 212A-1 is flat within 2 db total variation from 30 to 15,000 cycles per second at normal gain control settings. Distortion, and hum and noise levels, are extremely low.

The mechanical construction of the 212A-1 is outstandingly rugged. The end plates are castings. There is no weave or wobble, even when the chassis is tilted, by means of an ingenious rotating arrangement, for servicing the underside.

There are three pages of description, specifications, pictures, and block diagram of the 212A-1, in the new Collins speech equipment and accessories book. Write us for your copy.

Collins Radio Company
CEDAR RAPIDS, IOWA

11 West 42nd Street
New York 18, New York

COLLINS

458 South Spring Street
Los Angeles 13, Calif.

Giveaways

(Continued from page 21)

or inconvenience, even of a slight degree'."

The report also asserted:

The respondent is the promisor who broadcasts its offers to distribute the escalating money prizes. Is there benefit to the promisor? We do not find it necessary to go beyond the explicit testimony of the respondent's president to find the affirmative answer to this question. A radio broadcast station without listeners is of little or no value. Its capital worth and income-producing value increases as its listening audience grows. The respondent's president so testified . . .

Is the increased audience sought after, requested, appealed to and intentionally induced by the respondent? Is it bargained for? The brief [of WARL] argues that it is not. We believe it is. Here again we need only to point to the evidence for an affirmative answer. It is intended, as stated by the witnesses, that this program shall attract listeners; that it shall persuade and induce them to become or remain WARL listeners . . .

The examiner also rejected the argument of the station, half owned by Frank U. Fletcher, Washington radio attorney, that the program was "a competition of skill."

He pointed out that in one period 2,722 questions brought 128 correct and 2,594 incorrect answers, and that during the hearing the station manager was unable to answer any of 57 questions put to him from the WARL list. The report continued:

In the operation of this plan no person matches his skill, ability or knowledge against the like facilities of any other person or group. No person may undertake by his own choice to strive for the respondent's offered prize. Only those persons selected by chance through the respondent's methods may participate, and those who win do not excel in attainment over competitors.

They shall be rewarded only if they answer the WARL questions which are deliberately (and not by chance) chosen by the respondent, as the record of experience indicates, so as to exclude reward to more than 95% of the chance-selected participants.

We do not ascertain this to be a contest of skill for prizes within any accepted meaning of those terms. We decline to imply that among 2,651 lottery-chosen Washington telephone subscribers, only 57 are skillful and 2,594 lack that attribute. The predominant distinction between winners and non-winners is that the former had been prepared by listening to the program, whereas the latter had not so prepared. We perceive therein neither competition nor predominance of skill. . . .

We doubt that the WARL listeners are misled by the respondent's thoughtful choice of the words "opportunity to earn cash." The calculated appeal of the program is clearly aimed at the human desire for a chance to "win some money," as it was less deliberately but more accurately expressed by the respondent's president.

The "opportunity" exists only for those whom chance selects. Cash "earned" is that merited as fair compensation for labor, effort or exertion expended, whereas the victor in a game of chance "wins" the award.

The mass appeal of lottery schemes is rooted in the individual's belief that he has an equal chance with all other participants to become a winner, coupled with a hope that the hazard will favor him. The psychologists may have more profoundly expressed it and the mathematicians may have more precisely calculated its propensities, but this human trait may be acceptably denominated as the gambling spirit. The evils of capitalizing upon that spirit are recognized in the statute and have been frequently denounced in judicial decisions. . . .

In announcing its proposed rules on "lottery" programs, the Commission said they are "intended to afford broadcast licensees with as specific advance information as is possible as to the various types of programs which the Commission considers are in violation" of the law.

Text of the proposed regulation is as follows:

Section 3.192

Programs covered by Section 316 of the Communications Act—

(a) Section 316 of the Communications Act of 1934 provides in part that no radio station "shall knowingly permit the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift, enterprise, or scheme, whether said list contains any part or all of such prizes."

(b) The determination as to whether a particular program violates the provisions of Section 316 of the Communications Act of 1934 depends on the facts of each case. However, the Commission will in any event consider that a program is in violation of Section 316 if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in any manner upon lot or chance, if as a condition of winning such prize:

(1) such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) such winner or winners are required to answer the phone or write a letter if the phone conversation or contents of the letter (or the substance thereof) are broadcast by the station.

Sections 3.292 and 3.692 proposed to be issued with respect to FM and Television broadcasting would read exactly the same as Section 3.192 set out above.

Dr. Balth van der Poll, Of Germany, Heads CCIR

ELECTION of Dr. Balth van der Poll of Germany as director of CCIR (Consultative Committee for International Radio) has been announced by the general assembly of CCIR meeting in Stockholm, Sweden.

Leslie William Hayes of BBC was elected vice director in charge of broadcasting matters. Both will take office Jan. 1, 1949.

CCIR, which is made up of members of ITU, is set up to study radio questions, the solution of which depends principally on considerations of a technical nature. The posts of director and vice director were established at the Telecommunications Conference in Atlantic City last fall.

Both Dr. van de Poll and Mr. Hayes reportedly will attend the Oct. 22 High Frequency Conference in Mexico.

COMMISSION APPROVES 2 CONTROL CHANGES

SALES of part interests in KNGS Hanford, Calif., and WSGC Elberton, Ga., were approved last week by FCC.

Hanford Pub. Co., permittee of KNGS, was granted assignment from W. Keith Topping and Stanley S. Beaubaire, each 50% owner, to new partnership of Mr. Beaubaire and Samuel M. Beaubaire. Mr. Topping sells one-half of his holding to each of the Messrs. Beaubaire for total consideration of $47,130. Mr. Topping indicated he must move to another city because of illness in his family. KNGS is assigned 1 kw on 620 kc.

Transfer of control of Elberton Broadcasting Co., WSGC licensee, was granted from Harry G. Thornton and Gradus T. Christian, each 50% owner, to Mr. Christian, who buys Mr. Thornton's interest for consideration of $7,750. Mr. Thornton indicated he could not devote time to station in view of demands of his other interests. WSGC operates on 1400 kc with 250 w.

WHOM Moving to Larger New York City Quarters

WHOM, New York City independent specializing in foreign language programs, will move late this summer from its present location at 2[illegible] W. 57th St. to new and larger quarters at 13[illegible] W. 52nd St.

Mr. Pope

Announcement of the move was made by Fortune Pope, WHOM's vice president and general manager, following FCC's authorization to the station to increase its power immediately from 1 kw day and 500 w night to 5 kw day and night. WHOM, which broadcasts in seven foreign languages as well as English, is on 1480 kc.

Greatly expanded program operations are contemplated in the new location, Mr. Pope said.

RCA 857-B Mercury-Vapor Rectifier

the standard of comparison... RCA mercury-vapor rectifiers

• RCA continues to lead the way with more efficient manufacturing methods, new materials, and improved quality control... your assurance of *better* mercury-vapor rectifier tubes at *less* cost to you.

Get the mercury-vapor rectifiers you need from RCA... including such well-known types as RCA 857-B, 869-B, 872-A, 8008, 866-A, 816, 575-A and 673. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor.

For information on any RCA tube, write RCA, Commercial Engineering, Section HP36-1, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be
INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Some BMB Figures Dropped By Mutual

Reports Outdated for 292 Stations, Network Says

MUTUAL formally notified advertisers and agencies last week that it was discontinuing its use of existing Broadcast Measurement Bureau audience figures which it asserted did not apply to the 292 MBS stations which have joined the network or improved their facilities since the BMB survey was made.

Until the issuance of BMB's next report, in the winter of 1949-50, Mutual will supply its own "Listenability" coverage measurements in presentations to clients and agencies. It hopes to have "Listenability" figures for all major networks and for day and night by next fall.

"We subscribed to BMB because we believe in the principle for which it was established," said E. P. H. James, MBS vice president, in a letter to advertisers and agencies, "but you will understand that in view of the serious out-of-dateness of the available material, we cannot continue to use existing BMB figures to present the story of Mutual's audience or coverage."

Mr. James said it was "extremely difficult, if not impossible, for agencies and advertisers to make reliable BMB audience comparisons between the Mutual network and competing networks."

"When BMB Study No. 1 was made way back in March 1946, some 296 Mutual stations were included in the measurements," Mr. James' letter read. "Figures for 78 of these are no longer usable. Some have increased their power, penetration and audience far beyond 1946 levels; others have been replaced.

"Beside these, more than 200 new cities have been added to our lineup. Today there are 510 Mutual affiliates—but no applicable BMB figures for the 292 Mutual stations added or improved since March 1946. Most of these 292 stations have established themselves solidly and are doing a great job in their own communities. They are no longer 'new' stations in the true sense of the word, and yet it will be a year and a half before they can be reflected in the overall BMB picture for Mutual."

Upcoming

Aug. 16-17: NAB Districts 10-12 meeting Muehlebach Hotel, Kansas City.

Aug. 16-17: Missouri Broadcasters Assn., first annual meeting, Muehlebach Hotel, Kansas City.

Aug. 19-20: NAB District 11 meeting, Radisson Hotel, Minneapolis.

Aug. 23-25: Western Assn. of Broadcasters annual convention, Bessborough Hotel, Saskatoon, Sask.

Aug. 24-27: American Institute of Electrical engineers, Pacific general meeting, Spokane, Wash.

Sept. 8-9: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.

Sept. 12-13: NAB District 17 meeting, Davenport Hotel, Spokane, Wash.

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 29-Oct. 2: Institute of Radio Engineers, West Coast convention, Hotel Biltmore, Los Angeles.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 5-7: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

ORAL ARGUMENT SET ON STUDIO LOCATION

ORAL ARGUMENT was set for Oct. 11 by FCC last week on proposed rule to require main studios of AM or FM stations to be located in cities wherein such outlets are licensed. Rule in effect would require stations to air majority of their non-network shows from their specified main studio.

Under present rules stations as an alternative may broadcast from main studios the majority of station announcements of "programs originating at remote points" [BROADCASTING, March 1]. Proposal is said to be directed to situations where a station licensed for a community on the fringe of a metropolitan district originates most of its non-network programs from the main city and thus neglects local community service.

WHOM New York, foreign-language outlet, termed proposed rule "basically sound" but not applicable to its situation since Generoso Pope and associates when they acquired outlet in 1946 specifically told FCC they planned to program station for metropolitan New York and not Jersey City, where main studios are located [BROADCASTING, March 22]. Similar representations were made in subsequent applications for power increase and license renewal, both approved.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD
WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

SATISFACTION IS THE KEY TO LINGO'S PROGRESS

"... very pleased with the work you did on the tower for our 1000 watt station..."

"... we would like to place an additional order ... contingent upon permit grant ... for four 220 ft towers of the same type you erected for us at Newington. ..."

—WALTER M. WINDSOR
Station Manager, Station WKNB
New Britain, Conn.

LINGO
Vertical Tubular Steel
RADIATORS

For delivery on schedule and complete satisfaction depend and "Look to Lingo" and these 5 important "exclusives":

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will be glad to supply advice on such problems as proper radiator height, ground systems, and other related problems. For factual data please indicate location, power and proposed frequency.

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

10,000 WATTS IN KANSAS CITY
WHB
DON DAVIS PRESIDENT
JOHN T. SCHILLING MUNICIPAL MANAGER
Represented by JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
• 5,000 WATTS NIGHT

THANKS
-ever so much

For all those swell congratulatory telegrams and messages on my 20th Year in the radio industry in Pennsylvania.

Your kind thoughts and good wishes were much appreciated.

WAZL
Established 1932 - Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - MBS

Grant for Jackson Is Reversed, 3-2

IN A 3-TO-2 reversal, FCC Thursday proposed to grant application of Jackson Broadcasting Co. for new local station on 1490 kc with 250 w fulltime at Jackson, Tenn., and deny requests of Mayor George Arthur Smith, previously preferred, and Hub City Broadcasting Co. for the same facilities. The case has been pending two years.

The Commission majority switched its preference to Jackson Broadcasting, the report indicated, upon finding at further hearing early this year that Mr. Smith believed only an hour of his time a day may be required to keep the station going. He originally was granted the assignment on the basis of integrated ownership and operation. The finding showed locally-owned Jackson Broadcasting would have a fulltime part owner-manager plus diversification of ownership.

Chairman Wayne Coy favored Hub City over either Mr. Smith or Jackson Broadcasting while Comr. Rosel H. Hyde indicated in his dissent the proposed decision and a related memorandum opinion that Mr. Smith had not been granted fair opportunity to meet the issue. Comrs. Robert F. Jones and Frieda B. Hennock did not participate.

Heard in 1946

The applications originally had been heard in 1946 with a proposed decision and final decision favoring Mr. Smith issued in 1947. Petitions of the losing parties for rehearing were subsequently granted in December with further hearing designated to determine what Mr. Smith's actual participation in the daily operation of his station would be in view of the demands of his public office and other business interest, a funeral home. The earlier grant also was set aside.

Last week's memorandum opinion of the Commission majority denied Mr. Smith's petition seeking clarification or modification of the issues in the further hearing held in February and to strike proposed findings of Hub City.

Ownership of applicants:

Jackson Broadcasting Co.—Principals: P. H. Russell, 80% owner Coca-Cola bottling plant, president and 20% owner; W. Culver White, attorney, vice president 10%; Frank B. Caldwell, president Second National Bank, secretary-treasurer 24%; Glenn Dillon, one-third owner Jackson Radiator Works, 50% owner Jackson Truck and Tractor Co. and 40% owner Bell's Truck and Tractor Co., director 20%; L. B. Tigrett, president Gulf, Mobile and Ohio Railroad and Tennessee Bankers Assn., director 10%; William Holland Jr., dry goods and clothing business, director 4%; Belton O. Sullivan, charge department store advertising, "New York Daily News," to be station manager, vice president 12%.

George Arthur Smith—Mayor of Jackson and part owner Smith Funeral Home.

Hub City Broadcasting Co.—Partnership: R. E. McCallum Jr., local cotton merchant, 30%; W. B. Davies, former program director WBLJ Dalton, Ga., to be manager proposed outlet, 20%; Mrs. George W. Hamilton, Dalton, 30%, and Fielding Atchley, Chattanooga attorney, 20%.

NARSR

(Continued from page 21)

service to the public and to radio. Non-network radio, he asserted, is destined to achieve greater heights in the years ahead, with both television and FM as potent factors in this development.

In addition to his background as a spot advertiser and trade association executive, Mr. Flanagan comes to radio with advertising agency and newspaper experience as well. From 1914 to 1919 he was vice president and a director of the Charles W. Hoyt Co., in New York, and earlier had served his apprenticeship as a reporter on the *Courant*, in his native Hartford, Conn.

In 1937, while president of Penn Tobacco, Mr. Flanagan indicated his avid interest in development of non-network broadcasting in an address before a meeting of the Sales Managers Division of the NAB in Chicago. He criticized broadcasters for their "complacency" in allowing "the networks and transcription manufacturers" of that day to "mould the stations' program structures." He then urged station executives to develop a local character by building programs and personalities that in turn would build listener loyalty.

Penn's success in radio, Mr. Flanagan told the NAB audience 11 years ago, "has been based on buying locally tested programs with ready made audiences. He was an enthusiastic backer of play-by-play baseball sponsorship, as well as news, sports and other locally developed programs.

The first NARSR managing director, it is understood, has been retained for a one-year tenure. His salary is in the $25,000 annual range. He will establish an office organization in New York. There are no present plans for Washington headquarters.

In addition to preparation for the FCC hearings, to get under way Oct. 25, in which he will work with James Lawrence Fly, NARSR general counsel, and former FCC chairman, Mr. Flanagan will release the first NARSR sales presentation, developed by O'Brien & Dorrance, New York sales promotion specialists. This is ear-marked for release next month.

Selection of the managing director was entrusted to the NARSR executive committee, comprising H. Preston Peters, president of Free & Peters Inc., chairman, and vice president of the association; President Raymer, vice chairman; Edward Petry, president of Edward Petry & Co.; Joseph J. Weed, president of Weed & Co., secretary; Lew Avery, president of Avery-Knodel, treasurer, and Adam J. Young, head of the firm of the same name.

Consideration also had been given to establishment of NARSR headquarters in Washington. This plan presumably was abandoned in favor of the New York operation, and with emphasis on affirmative selling of selective broadcasting in the hub of radio's commercial activity.

May Tighten Regulations

The FCC inquiry will be directed at the networks, to determine whether network representation of affiliates in non-network time sales violates the Commission's network regulations, and (2) whether the regulations should be tightened in this respect even if there is no violation of the rules as written.

Coincident with its complaint to FCC filed nine months ago, NARSR also asked the Department of Justice to invoke the anti-trust laws against network representation of stations. The Department still has this petition under advisement.

NARSR was organized last September "to promote spot radio" at a meeting called by Messrs. Raymer and Petry. There are a score of members of the association, embracing all leading station representatives other than those subsidiary to the networks.

Thomas Francis Flanagan, who becomes the first fulltime paid executive in NARSR, was born in Hartford on Aug. 2, 1890. He

A NEWS HEAD—

—LINER—

Missoula, Montana-born, educated

DR. HAROLD G. UREY
Atomic Scientist

HEADLINE STATIONS FOR NEWS

The ART MOSBY STATIONS
CBS KGVO MISSOULA
5 KW DAY • 1 KW NITE
KANA · KGFM
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW IN PROGRESS
MONTANA

received his A. B. degree at Trinity College, Hartford, in 1912, and has maintained close ties with his alma mater. Two months ago, he was awarded the school's Eigenbrot Cup, as the outstanding alumnus of 1948. He married Margaret E. Allen in 1917. They have one son, Allen. He was a reporter on the Hartford *Courant* from 1910-1912. From 1912-1914 he was national secretary of the Alpha Chi Rho. In 1914 he became general sales and advertising manager of Pyrene Mfg. Co., and the next five years was vice president and director of Charles W. Hoyt Agency in New York. In 1920, Mr. Flanagan became vice president of Penn Tobacco Co., and was elected president in 1934, serving in that capacity until the company was sold to Bloch Bros. three years ago. Simultaneously, he served as treasurer of Aberdeen Corp., and as a director of Bloch Bros.

Mr. Flanagan served as chairman of the board of Fellows of Trinity College from 1939-42, and has served as a board member since. He was president of the Harrison (N. Y.) Community Chest from 1941-42, and maintains his home in Harrison where he is also a police commissioner.

Attending the meeting were Lou Avery, Bill Knodel and Arthur McCoy, Avery-Knodel Inc.; William Weldon, John Blair & Co.; Thomas Campbell, Branham Co.; H. Preston Peters and Russell Woodward, Free & Peters Inc.; Bill Faber, Headley-Reed Co.; Ed Spencer, George P. Hollinbery Co.; Gene Katz, the Katz Agency; Don Donohue, Lorenzen & Thompson Inc.; James Mills, McGeehan & O'Mara Inc.; Clayton Cosse, Joseph Hershey McGillvra; Max Everett, J. P. McKinney & Son; Hines Hatchett, John E. Pearson & Co.; Edward Petry, Edward Petry & Co.; Paul Raymer and Fred Brokaw, Paul Raymer Co.; Wyth Walker and Fred Lake, The Walker Co.; Joseph Weed, Weed & Co., and Adam Young, Adam J. Young Jr. Inc.

PATTERSON RETAINED TO REPRESENT ASCAP

RETENTION of Robert P. Patterson, former Secretary of War, to represent ASCAP in its defense against a federal allegation that it has violated the anti-trust laws in its licensing of motion picture houses [BROADCASTING, July 26] was announced by the society last week.

The announcement was made by Fred E. Ahlert, ASCAP's president, who said the society's board of directors has held a preliminary meeting in New York with Mr. Patterson.

Federal Judge Vincent L. Leibell ruled on July 20, in a suit filed in 1942 by 164 operators of New York movie theatres, that "almost every part of the structure" of ASCAP involves violation of sections of the Sherman (anti-trust) Act.

Decca

(*Continued on page 22*)

ord markets by mutual agreements in which each agreed to allot certain geographical areas exclusively to the other. They are further charged with "agreeing upon the resale prices to be charged consumers in the U. S. and its territories and possessions for records made by the British company or EMI and sold by Decca."

Officials of the anti-trust division added in a separate statement that, in addition to removing "artificial barriers to foreign trade and commerce," the Justice Dept. is seeking by its suit against Decca "to eliminate any contractual arrangements which interfere with or prevent the free interchange of information among the several nations."

The formal complaint said . . . "Following the advent of radio broadcasting, the public demand for records diminished temporarily. Beginning in or about 1937, however, and continuously thereafter, there has been a great revival in popularity of and demand for such records. In 1947, approximately 275,000,000 records were manufactured and sold in the U. S. During that year, the dollar volume of sales at the manufacturer's level amounted to approximately $86,675,000, and the dollar volume of sales at the retailer's level was in excess of $190,000,000."

According to the Justice Dept. complaint, Decca was organized in the state of New York in August 1934, by the British company. From 1934 until "about 1938" the parent firm held a majority of the Decca stock. The British company's stock holdings in Decca diminished steadily between 1938 and 1943, and "in or about 1943," the British firm disposed of its remaining U. S. Decca shares.

A consolidated net profit statement issued last Wednesday by Decca for the six months ended June 30, 1948, showed a gain of $427,212 (unaudited) after deduction of $261,839 for all estimated income taxes.

Milton R. Rackmil, executive vice president of Decca Records Inc., issued this statement:

"The Government yesterday filed a civil anti-trust action against Decca Records Inc. The government is questioning our relationship with foreign companies. Our income from this source is negligible and our operations in this country are in no wise affected.

"These foreign agreements have been in existence since 1934 when our business had barely begun and they have not until now been criticized. The purpose of the government appears to be to require the same freedom of action for us abroad as we enjoy here, and we are hopeful that we shall be able to adjust any allegedly restricted practices which, upon fuller consideration, may be found to exist."

PLEASED with the first pressing of "FYI" produced by Ed Hart & Assoc. Inc., in collaboration with Newspaper Enterprise Assn., are Fred Ferguson (l), president of NEA, and Gene Hart, sales manager of the Ed Hart firm. "FYI" features well known columnists and includes reports from members of NEA's foreign service.

Radio Enterprises Rent WAAB WMTW

FCC CONSENT to assignment of licenses of WAAB Worcester, Mass., and WMTW Portland, Me., by Yankee Network to Radio Enterprises Inc. for consideration involving only agreement to lease the physical facilities of the stations, is sought in applications filed with the Commission.

Reported in the June 30 *Federal Register*, government publication in which all such transactions are announced under Avco procedure the deal involves lease by Radio Enterprises of the WMTW and WAAB plant for five years at a minimum rental of $325,000. No consideration other than agreement to the lease is stipulated in the assignment.

A new firm, Radio Enterprises is composed of the following: John A. Baybutt, general manager of Ernest Jacoby & Co., Boston commodity brokerage, president and 1% owner; and his mother, Josephine L. Baybutt, sole owner of the brokerage firm, 99% owner.

Yankee indicated that "consolidation of its standard broadcast station activities" was reason for the assignments. The network also owns WNAC and WNAC-TV Boston, WEAN Providence, WONS Hartford and WICC Bridgeport, Conn.

The lease agreement is computed on the basis of $65,000 for WMTW and $260,000 for WAAB for the five years. WMTW is assigned 250 w fulltime on 1490 kc while WAAB operates on 1440 kc with 5 kw fulltime. The lessor has option to demand $65,000 or one year's rental in advance.

In case the stations retain their Yankee affiliations under regular network contract the lease agreement states that Yankee will offer an average of 88 Class A time unit hours each four-week period. A one-hour commercial show equals one unit hour, a half-hour show 60% of a unit hour and 15-minute show 40% of a unit hour under the pact.

Ziv Buys

(*Continued from page 22*)

New York, Chicago, and Hollywood, and a pressing plant in New York.

Frederic Ziv himself, head of World's new parent firm, has been a recognized leader of the packaged show field for more than ten years, and is known as the man who brought big names into what has become big business. Transcribed shows which have carried the Ziv label include Ronald Colman's *Favorite Story* series, the Kenny Baker, Barry Wood, and Wayne King shows, and many others.

John L. Sinn, who joined Mr. Ziv as a partner in 1937, is personnally active in the planning of all Ziv shows, as is the founder himself.

On July 15 of this year the Ziv Co. greatly broadened its base in television with the purchase from the General Film Library of California of 3,500,000 feet of film at a cost of $100,000, giving the firm a total film library of more than 13,500,000 feet, which is said to be largest of any company in the television field.

The Ziv Company's video activities are handled through its wholly-owned subsidiary, Ziv Television Programs Inc., with Mr. Sinn as president.

Loyalty of Seven FCC Employes Is Under Study

LOYALTY of seven FCC employes is under investigation and one other case has been marked closed by resignation, the President's Loyalty Review Board disclosed last week in its July report.

The seven pending cases, it was explained, are those in which FBI field investigations have been completed and findings turned over to the Commission. Report on one of the seven has been in FCC's hands over 90 days, those on three have been there 60 to 90 days, and those on three others less than 30 days.

FCC's one closed and seven pending cases compare with one pending and one closed at Federal Trade Commission and two closed and none pending at the Interstate Commerce Commission. The Commission's own Loyalty Board is composed of Comr. Rosel H. Hyde as chairman, and Comrs. Paul A. Walker and E. M. Webster, with Commission Chairman Wayne Coy as alternate member.

ABC Sales

REPRESENTATION of ABC Pacific Coast Network will no longer be handled by spot sales departments in New York and Chicago but rather by the network sales department in each city, according to Don Searle, Western vice president. Move is believed to be part of a strategy to increase the sales of Western network time.

L&M

(Continued from page 32)

based on these grounds: (1) 365 of the 400 station channels already are under application and (2) the probability is that TV program schedules, far shorter than those of audio stations, will remain so for some time to come.

Improved Program Need

Further need for more good programming is essential, too, according to L&M, for "ultimately the life and growth of the medium will depend upon its 'box office appeal'." It cites the New York area as an illustration in point:

"Television sets . . . are not a new thing in New York. . . . So long as television had nothing to offer but tired little pranks in the studio and 20-year-old movie shorts and other scrapings from the barrel of the entertainment world, the interest of set owners was so nearly nil that many sets were not even hooked up. . . . Once New York stations came through with such features as the Louis fight, baseball, various events from Madison Square Garden—in short, some program features of real and honest appeal—public interest was electrified and the demand for sets swamped the trade."

Television is apparently, then, on its way toward providing such "box office appeal." Inasmuch as advertisers are laying it on the line and the public's only cost is that of investment, the question has been posed in some quarters: Is this not a definitive answer to the proponents of pay-as-you-see video who long have maintained that television needed a "box office" for special attractions and that advertisers wouldn't support the medium?

The fact seems to be that it is an answer—but only a partial one. Costs for this type of programming, admittedly expensive and more comparable to those of movie production than radio, conjure one of the industry's most sobering problems. They dramatize the pressing need for multiplying the audience "greatly and quickly" if costs per thousands are to be curtailed within affordable range of the would-be sponsor. Cost amortization, then, is the more devastating answer—and solution.

Items in Expansion

Ingenuity and skill in developing low-priced programs supplies only a part of the amortization process, L&M contends. So does film. The real factor is network operation which will play several roles in aiding the industry's expansion. It will enable prime attractions to be brought to the public at reasonable rates due to amortization of talent costs. And, concurrently, better programs will stimulate growth of set ownership.

L&M examines critically the three existing TV networks, as to population coverage, set usage, estimated audience, costs and planned facilities (see adjoining tables).

Of primary concern to L&M in the matter of those costs—granting that TV programming is just beginning to hit its stride—is the belief that much remains to be done to bring down to a sounder level costs of more promising shows. Many of the current prices, viewed against the backdrop of limited audiences, are "utterly out of line," the agency notes.

Yet, there are still a number of good programs which await sponsorship by advertisers in mass markets—shows of hour and half-hour duration down to choice spots—the survey reveals. Typical examples (prices include talent, direction, properties but not studio rentals or airtime):

A 15-minute, once-a-week situation comedy (cast of four or five), for less than $600; a 15-minute Hollywood-type show, $265; a 15-minute newscast, five times weekly, $400.

L&M's recommendations to mass market advertisers, based on the advisability of establishing early time franchises, are aimed at those prospective sponsors who feel the medium is suited to their advertising-selling problems. The time to get into it, the agency reasons, will depend upon "how much of a penalty you are willing to risk to obtain a position of leadership, or at least dominance in . . . franchises."

The recommendations: (1) Establish a good time franchise on one of the networks now, (2) establish low-cost, high circulation "spot" operation on a second network, and (3) begin experimentation now for a leading television show.

Suggested Improvements

A half or full hour time segment, carrying one show of potential leadership quality, should be supported by several brand names, it is urged. Fundamentally, the study points out, the actual franchise is still more important than the use made of it, for a program can be developed during the interim period as TV audiences increase. Representation on a second network for a daily short spot is also advocated.

Three types of programs—sports, children's shows and drama—hold the best promise, according to L&M. Of these, sports is not recommended for long-range benefit of all advertisers, and children's shows limit themselves to a selected audience. The agency strongly recommends entrance into the drama—either comedy or serious—field, with a view to building it into the proportions of those which have dominated the radio field for years.

Overall it lists a table (see adjoining column) showing costs of three typical properties available on the three TV networks, for advertisers who would spread-eagle their time and outlays. Talent costs are only approximations, of course, and are subject to further negotiation. On the other hand, network costs will be increased as more stations are hooked up and become "required stations."

CURRENT NBC NETWORK CIRCULATION

City	Population	Sets in Use	Est. Audience
New York	11,676,900	240,000	1,320,000
Baltimore	1,344,000	12,500	109,500
Philadelphia	3,260,000	45,000	279,000
Boston	2,855,700	6,000	†
Richmond	330,200	1,500	15,000
Washington	1,490,300	13,000	52,000
Schenectady	427 400	5,100	35,500
TOTALS	21,384,500	323,100	1,811,000

COST: one hour	Time	$1,900
	"Live" Studio Charge	1,000
	TOTAL	$2,900*
COST: half hour	Time	$1,140
	"Live" Studio Charge	600
	TOTAL	$1,740*

Network programming other than the above, will be done solely by kinescopic recording (film), as is currently being done at affiliate stations in Cincinnati, Milwaukee, Detroit, and Mnneapolis.
* Includes cable charge.
† Not available.

CURRENT DUMONT NETWORK CIRCULATION

City	Population	Sets in Use	Est. Audience
New York	11,676,900	240,000	1,320,000
New Haven	178,700	3,000	13,000
Philadelphia	3,260,000	45,000	279,000
Baltimore	1,344,000	12,500	109,000
Washington	1,490,300	13,000	52,000
TOTALS	17,949,900	275,600	1,545,000

COST: one hour	Time	$1,900
	Cable Charge	600
	TOTAL	$2,500
COST: half hour	Time	$1,140
	Cable Charge	300
	TOTAL	$1,440

Network facilities will extend from New Haven to Washington, via relay and cable, to include New York and occasionally Philadelphia and Batimore. There are plans for "tele-transcriptions" (film) to serve their Pittsburgh station and added DuMont affiliates. All programming is to be filmed for package distribution to TV outlets other than the Eastern-seaboard network.

CURRENT CBS NETWORK CIRCULATION

City	Population	Sets in Use	Est. Audience
New York	11,676,900	240,000	1,320,000
Philadelphia	3,260,000	45,000	279,000
Baltimore	1,344,000	12,500	109,500
TOTALS	16,280,900	297,500	1,708,500

COST: one hour	Time	$1,150
	Studio Charge	800
	TOTAL	$1,950*
COST: half hour	Time	$ 690
	Studio Charge	400
	TOTAL	$1,090*

Eastern-seaboard network will be used, extending from Boston (WNAC-TV, a planned Mutual outlet, has a working agreement with CBS) to Baltimore. Nothing has been released regarding the CBS film plans.
* Includes cable charge.

THIRTEEN-WEEK COSTS ON THE THREE OUTSTANDING TELEVISION AVAILABILITIES

"Theatre Guild"—9:00-10:00 p.m. Sunday (NBC 7 Station Network)

Cost Per Week:	Talent	$ 9,000.00*
	Time	1,662.50
	Total	$ 10,662.50
Cost Per 13 Weeks:	Talent	$117,600.00
	Time	21,612.50
	Total	$139,212.50

Five Minute News—Monday thru Friday (CBS 4 Station Network)

Cost Per Week:	Talent	$ 2,760.00
	Time	2,055.00
	Total	$ 4,815.00
Cost Per 13 Weeks:	Talent	$ 35,880.00
	Time	26,715.00
	Total	$ 62,595.00

One Minute Spot—7:00 p.m. Monday thru Friday (DuMont 5 Station Network)

Cost Per Week:	$ 1,108.50
Cost Per 13 Weeks:	$ 14,410.50

* Possibly subject to negotiation.

VETERANS OF 30,000 HOURS OF BROADCASTING

Two Federal 862-A's Give Record Service to WBT

Chief Engineer M. J. Minor of WBT, Charlotte, N. C., retires two Federal 862-A tubes after more than 30,000 hours of service.

-- WBT --
JEFFERSON STANDARD BROADCASTING COMPANY
WILDER BUILDING CHARLOTTE 2, N. C.

June 28, 1948

Mr. C. J. Harrison, Sales Manager
Vacuum Tube Division
Federal Telephone and Radio Corporation
100 Kingsland Road
Clifton, New Jersey

Dear Mr. Harrison:

This is in the nature of a citation for a pair of veteran Federal Tubes.

Both have the designation F-862-A.

Both are being replaced after over 30,000 hours of service. Their fine performance was uniformly maintained throughout this long life.

Needless to say, we have ordered another pair of F-862-A's on the basis of this highly satisfactory experience.

Very truly yours,

M. J. Minor
Chief Engineer

MJMico

WBT – an outstanding 50,000-watter in the Southeast—adds to our growing "achievement file" on long-life Federal tubes. Their experienced engineering staff has hung up a notable record—by careful, expert operation and by their choice of Federal transmitting tubes.

Years of actual service have established a long life expectancy for these tubes. Their use brings you economy in both initial cost and operation.

Federal tubes for broadcast service are backed by more than 39 years of continuous experience in the development and manufacture of superior electronic components. From raw materials to the finished product, every Federal vacuum tube is checked and double-checked to assure the utmost in electrical and mechanical perfection. For complete information on F-862, write to Dept. K-209.

FTR
An IT&T Associate

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

KEEPING FEDERAL YEARS AHEAD... is IT&T's world-wide research and engineering organization, of which the Federal Telecommunication Laboratories, Nutley, N. J., is a unit.

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp. 67 Broad St., N. Y.

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

KBIM
KBIW

ANY WAY
YOU LOOK AT IT

KNOXVILLE'S
BEST BET
is

WIBK

Represented by
DONALD COOKE, INC.

Agencies

(*Continued from page 10*)

count executive for Hill Blackett, and **AL STONE**, formerly with Campbell-Mithun Inc., to Chicago office; and **CHARLES ASLUP**, former account executive of Buchanan and Co., San Francisco, to Hollywood office—as manager, New York office merchandising department, **JOE CONNOR**, formerly with Ruthrauff & Ryan and Sullivan, Stauffer, Colwell & Bayles, New York.

DONALD REED, formerly with Gearon & Reed as partner, joins New York office of J. Walter Thompson Co. as account executive. **EDWARD N. ROBINSON Jr.** rejoins JWT's New York office.

BOB CORRELL, formerly with Foster & Kleiser Outdoor Adv., Los Angeles, joins Tullis Co., Hollywood, as account executive.

TED ROBERTSON, former director on ABC *Lone Ranger* and *Green Hornet* programs, joins McCann-Erickson, Hollywood, as director of Don Lee *Straight Arrow*.

MRS. MARY WILLIAMS, secretary of J. Walter Thompson Co.'s plan board, was one of winners of recent Horace Greeley Essay Contest, sponsored by George Burton Hotchkiss Chapter of Alpha Delta Sigma, national professional advertising fraternity, and *New York Herald Tribune*.

NANCY PURCINE, formerly assistant advertising manager, Buffums Dept. Store, Long Beach, Calif., joins Patch & Curtis, same city, as account executive.

ESTELLE COLBY, formerly with KHUM Eureka, Calif., and **DOROTHY NOLTE** join Arthur W. Stowe Adv., Los Angeles, in copy and art departments, respectively.

MOSS Assoc. Adv., New York, appoints **RICHARD H. ROFFMAN** as its publicity consultant. Mr. Roffman, instructor in public relations and promotion at City College of New York and lecturer on public affairs for American Lecture Bureau, recently opened own public relations office in New York.

ALBERT E. COFFEY Jr., publicity director, Harry Bennett Adv., Los Angeles, left Aug. 2 for month's business trip during which he will visit the capitals of 11 Western states.

NEWELL-EMMETT Co., Hollywood, moves local headquarters to new one story building leased at 8420 Sunset Blvd.

FRANK BULL, secretary-treasurer, Smith, Bull & McCreery, Hollywood, is in New York for three weeks conferring on latest TV developments and overseeing advertising for Hambletonian Classic race.

TERRENCE CLYNE, account executive on Bulova Watch Co. account for Biow Co., New York, is the father of a boy, Terrence Jr., born July 29.

Telestatus

(*Continued from page 18*)

also in the number of stations coming on the air.

As the program fare increases, the demand for better programs is going to become more evident. Whereas now it is often felt that people will look at anything on television, "Only the most complacent . . . will maintain that this situation will endure indefinitely." When a large sum is invested in a TV set, "The demand for a return on that investment in terms of entertainment is not unreasonable."

The likelihood of a qualitative comparison by a televiewer between what he sees on a motion picture screen and what comes to him on his television set is pointed out. This, says Audience Research, "is obviously an invidious (comparison) for television." With the cost of a grade A motion picture roughly $1,400,000, the prohibitive cost of a comparable production for video is, of course, obvious. With many advertisers charging that present costs in television are out of line with circulation or audience availability, this cost factor "brings up the serious question of whether television can compete on a dollar basis with other media in delivering mass markets. "

To this, Audience Research says, "Obviously, the network is the answer, as it was in radio . . .

To the end of better network programs—with the four major AM networks and DuMont now competing for affiliates—the comment of Audience Research is: "It is significant that two of the most active television operators, NBC and DuMont, have large interests in manufacturing of receivers and transmitting equipment. This provides a healthy economic urge toward farsighted investment in programming that will make television attractive to great masses of consumers."

Networks Growing

Although inter-connected network video facilities are limited at present to stations on the East Coast, the web of coaxial cable and microwave relays is bringing more and more stations together. At present many of the non-interconnected affiliates are being served with film.

Network affiliation cannot, however, be the entire answer to better programming. It will be up to local stations to advance their own programming to a great extent. Here the economic factor enters again with Audience Research pointing out that "at least 80% of the funds that have gone into the development of the medium have been absorbed in engineering and technological problems."

However, despite the factual criticism leveled at television, it is a growing medium—in audience, in stations, in set distribution, and in advertisers. All factors taken into consideration "lead to the inescapable fact that television is here to stay."

WHRV Signs Elliott

CHALMERS ELLIOTT, former U. of Michigan football star, has been signed by WHRV, Ann Arbor, to handle play-by-play description of U. of Michigan football games. Mr. Elliott was winner of the Chicago *Tribune* award as the most valuable player in the Big Ten during the 1947 season. The station reports it plans to make the broadcasts available on a commercial or sustaining basis to a network of Michigan stations.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Johnstone-Montei

WALKIN' WITH MY SHADOW

On Transcription: CAPITOL—Hal Derwin, Frank DeVol; LANG-WORTH—Four Knights; STANDARD—Lawrence Welk.

On Records: Monica Lewis—Sig. 15229; Four Knights—Dec. 48014; Jack McLean-Wayne Gregg—Coast 8001; Jimmie Valentine Quartet—Varsity 107.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Programs

OUTSTANDING news stories of the week, illustrated with map sketches of the regions, are presented over WMAL-TV Washington, in new weekly series telecast Thur., 8:45-9 p.m. Presented by American U., Washington, in cooperation with WMAL-TV, program is designed to give viewers better understanding of world events through living maps and geographical background of major news happenings. John Edwards, Washington correspondent for ABC, presents news stories as Dr. Peveril Meigs, noted geographer and lecturer, sketches maps and regions and discusses their geographical background. Dr. Meigs served during the war as geographer for OSS and as editor-in-chief of Joint Intelligence Study Publishing Board. He recently taught a course at American U. on Economic Geography of Western Europe. Mr. Edwards also is a lecturer at American U. radio school.

Food Shows

TEN manufacturers of food products have combined with ten Super-Market stores in different sections of Knoxville to sponsor two programs over WNOX Knoxville—"Freddy Martin Show," 10:15-10:30 a.m., Mon.-Fri., to appeal to housewives, and "Hopalong Cassidy Show," Thurs. 6:30-7 p.m., to appeal to entire family. Commercials on shows are concerned with what to buy and where to buy it, each commercial dealing with one Super-Market and two or three products. Names and locations of the other Super-Markets are given at end of show. WNOX provides red and blue banners for windows of Super-Markets in each neighborhood and listeners are encouraged to trade at stores so identified. Arthur W. Lavidge, account executive, handled the 52-week contract.

'Blackie' on TV

VIDEO debut of "Boston Blackie," of radio and movies, was made Aug. 10 over WLWT Cincinnati. Rehearsals began Aug. 3 in WLWT studios for first television presentation of the feature, which is a copyright of Frederic Ziv Co. Ziv Television Programs Inc. has loaned script to WLWT for one-time presentation, termed as "an experiment." Chester Herman and Rikel Kent of WLWT, will produce with aid of Ziv writer, Jim Bridges who adapted script for video. Paul Blair, Ziv TV director, says experiment may lead to filming "Blackie" series by Ziv for use of TV stations over the country. Sets required for this half-hour script are a small apartment, a police inspector's office and a typical apartment, WLWT reports.

'Correspondents' Diary'

DOCUMENTARY series titled "Correspondents' Diary" begins today (Aug. 9) at 9:15 p.m. over WMAR Baltimore. New fifteen-minute program will consist of group of dramatic shows using overseas reports by correspondents of Baltimore "Sunpapers." Reports were originally written as articles for "Sunpapers." First program of series is one of five stories taken from correspondent Paul Ward's Pulitzer Prize winning report on "Life in the Soviet Union."

Canine Shows on Video

"PUTTING on the Dog," is title of one of two dog shows being televised over WCAU-TV Philadelphia. First show presents different dog club and its breed each week. Second show, titled "Canine Kids," is devoted to all breeds, with local youngsters and their pets telling listeners human interest dog stories. "Canine Kids" is sponsored by Trim Dog Food of Philadelphia, on 13 week contract and "Putting on the Dog" is sponsored by Wilkie Buick for an indefinite period.

'VA Jamboree'

QUIZ show for hospitalized veterans is new public service feature of WLBR Lebanon, Pa. Show, titled "VA Jamboree," is broadcast direct from Leoanon Veterans Hospital every Wed. 7:30-8:00 p.m., with patients at hospital as participants. Veterans are asked questions about current national news and sports events. Cigarettes, lighters and watches are among prizes awarded with all-expense-paid trip for wife or parent of winner, from their home to the hospital.

'Operation Video'

ACTUAL FUNCTION of combat air group in the air and on the ground was presented last Wednesday (Aug. 4) by WBZ-TV Boston. Station telecast air combat mission of Naval Air Reserve training program direct from U. S. Naval Air Station at Squantum, Mass., and program was carried over East Coast NBC TV network. Hour-long show titled "Operation Video," was specially arranged for television and was complete with enemy air alert, attack interception and strafing, and emergency rescue procedure. Narrated by Chick Morris, WBZ special events director and former lieutentant commander in Navy, show also featured operation procedure used aboard carrier and refueling and rearming of planes, plus interviews with crew.

Utilizes Call Letters

CAPITALIZING on its call letters, WARD Johnstown, Pa., has developed new record request program dedicated to hospital listeners. Program is titled "WARD Visiting Time." Listeners are invited to call in requests for hospitalized friends, or patients themselves may request numbers.

Changes Format

MOVING from homes of Congressmen into Embassies in Washington, Bill Herson's "Coffee With Congress," heard on NBC was scheduled to change title and format Saturday, Aug. 7. Now called "Coffee in Washington," program will feature ambassador of different nation each week. Just as "Coffee With Congress" was informal and non-political, so new program concerns itself with private and home life of diplomatic corps, with children of family taking part in discussions of family recreation, hobbies and customs of their native land. Program originates at WRC Washington and is aired over NBC, Sat., 12:30-1 p.m.

Covers Capture

ONLY FEW hours after capture of John Coulter West and Robert Muri Daniels, young killers who recently terrorized Ohio, WMAN Mansfield, Ohio, presented tape-recorded interviews with law enforcement officials who had taken part in apprehending the pair. Upon receiving word of the capture, WMAN's news director, Jimmy Crum, and Chief Engineer William Morrison took portable recording machine to scene of capture some 110 miles away. Officials explained in detail events that led to capture of the murderers. WMAN's regular 6 p.m. news period featured the recordings, less than eight hours later. Although five-minute period following news is taken on commercial basis, newscast was extended into commercial time, station reports, so that no portion of the on-the-scene report would have to be cut.

'Official Answer'

CLEARING HOUSE for questions of public nature sent in by listeners for answers by public officials and public agencies is format of new program over WCKY Cincinnati. Titled "Official Answer," program features city officials answering, by wire recording, questions that are in the minds of average citizen and asked by WCKY listeners.

Young D. J.

RECORD show, rapidly gaining popularity at WCOH Newnan, Ga., is "JDJ Time," conducted by 11-year-old Lucy Lynn McDonald. Lucy spins platters and chatter for 15 minutes five days a week and adds a decidedly young touch to song introductions. Local newspaper, "Newnan Times - Herald," recently gave program two-column story on front page with picture of Lucy at WCOH mike.

Pick Ups From Olympic

ARRANGEMENTS have been completed by WLEX Lexington, Ky., with British Broadcasting Corp. to pickup broadcasts from London during Olympic games. BBC offered to give station a running account of each game that the U. S. Olympic Basketball team plays and also to send interviews with members of team who played with National Collegiate Champions, Kentucky Wildcats. BBC is mentioning to its listeners that program is being heard in Lexington, home of U. of Kentucky squad. WLEX also has two complete Olympic reports furnished by BCC each day of competition.

Covers Strike

DEVELOPMENTS of Univis Lens strike in Dayton, Ohio, was given thorough coverage by WHIO Dayton. In addition to AM coverage, Oscar Baker, director of photographic division of WHIO-TV, took moving pictures of daily developments. This film was televised over WLWT Cincinnati and also added to film library of WHIO-TV which is being prepared to start operations around Jan. 1, 1949.

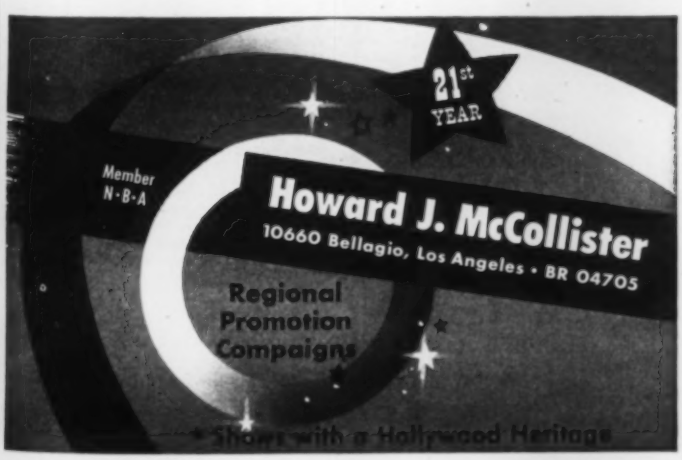
Guest Baker

STUDIOS of WDRC Hartford, Conn., were turned into pizza bake-shop recently when Patrick J. DePasquale was guest of "Shopper's Special" program. Hartford restaurant owner and pizza specialist, Mr. DePasquale has concocted new pizza, Jerry Colonna Special. This was in return for Mr. Colonna singing about Mr. DePasquale in recent pizza song. Hartford man flew to Hollywood to present Mr. Colonna with hot pizza, and on his return was invited to prepare a pizza on WDRC's program. Portable stove was set up in studio and Announcer Don John Ross described proceedings to listeners.

Parent-Youth Relations

PROBLEMS confronting parents and children on how to bring each other up are being aired weekly on KFI Los Angeles "Parent-Youth Forum" as a public service. Programs created by Rev. James F. Roberts, pastor of Lynwood Methodist Church, Lynwood, Calif., and KFI public service department, feature discussions of mutual interest to parents and youth.

WITH AN AUDIENCE participation quiz format, new "Better Half" show will return to WGN Chicago and MBS in a series which starts Aug. 19, 7:30 to 7:55 p.m. (CDT). Comedy show is produced by Jack Byrne.



•CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager for new 250 watt station. Excellent opportunity for right man. Reply General Manager, P. O. Box 192, Front Royal, Virginia.

Transcription sales manager. National distributor needs experienced manager to close many excellent leads for proven line of programs. Must be willing work for commission and part-interest in business. Box 339, BROADCASTING, 360 N. Michigan Ave., Chicago.

Salesmen

Florida local needs salesman and young lady for copy, traffic and secretarial work. Salesman at straight salary. No man and wife teams please. Box 196, BROADCASTING.

Wanted by 250 watt Mutual station, time salesman. Generous commission plus salary. KVER, Albuquerque, New Mexico.

SALESMAN WANTED

Expanded operation in radio and television calls for adding an additional salesman to the local selling staff of progressive western station. This is an opportunity for a capable, experienced man. Send full particulars including references and photographs.

BOX 307, BROADCASTING

Network station substantial western city needs salesman. Need not have had great deal experience. Percentage and drawing account. Box 228, BROADCASTING.

Salesman contacting radio stations to sell radio productions. Commission. Box 912, BROADCASTING.

Experienced salesman wanted by Mutual outlet in El Paso, Texas. Write Bill Mickel, KSET.

Salesman wanted. Radio Station WINZ, Miami Beach, Florida.

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman—Experienced, energetic man with good sales record for progressive independent in major Connecticut market. Salary and commission. Box 330, BROADCASTING.

Salesman, must be bonded. Proposition pays up to 50% commissions. No floaters, executives or drunkards need apply. Write David Ratliff, Stamford, Texas.

Announcers

Announcer with first class license for Florida local. Write, wire or phone Fred U. Wamble, WTYS, Marianna, Florida.

Sportscaster. Top salary for top announcer in outstanding small market. Platter, photo, details now; interview later absolutely necessary. KFLW-ABC, Klamath Falls, Oregon.

Staff announcer wanted for Mutual outlet in El Paso. Send disc and photo to Bill Mickel, KSET.

Announcer-sportscaster wanted by growing progressive midwest station. Salary and talent, detail experience. Box 283, BROADCASTING.

Help Wanted (Cont'd)

Wanted at once, announcer, regular shift disc jockey and man capable of creditable newscast. Send disc, full details, references and picture to Radio Station WGAT, Utica, N. Y.

Announcer wanted for fast growing, expanding FM station in New Jersey. One hour from NYC. State qualifications to Box 331, BROADCASTING.

Announcer and commercial copywriter, experienced, wanted immediately. Send complete details, date available and salary requirements in first and only letter. Also want disc, photo and samples of commercial copy. WSVS, Crewe, Virginia.

Wanted: Announcer with programming and production experience. Will pay $65 week for 40 hours. Will go higher for high caliber man. Box 288, BROADCASTING.

Need at once. Experienced announcer to handle jock shows, news, etc. Good base, talent extra. Send disc, photo, KLEE, Houston, Texas.

Combination announcer-engineer with infancy on announcing needed August 22nd. $325 per month for right man disc and photo required. WFGN, Gaffney, S. C.

Three combination men for 250 Mutual affiliate. Accent on announcing. Send disc, photo, expected salary. Box 303, BROADCASTING.

Wanted—Chief announcer. A good job for the right man. Send all pertinent data including disc, photo, etc. to Rex Howell, KFXJ, Grand Junction, Colorado.

Announcer—Experience essential. Some sports and/or news useful. Good opportunity. Only station in growing midwest city. Send full experience and salary required. Transcription required later. If acceptable applicant must come for personal interview. Box 300, BROADCASTING.

Technical

Applications will be accepted for engineering, production and camera personnel experienced and interested in television for southern operation in immediate future. In applying to Box 81, BROADCASTING, state full qualifications, salary, employment record, and include photograph.

Wanted — Combination engineer-announcer. Good voice and ability to operate board. First license, but engineering secondary. Prefer man who wants permanent position in southwest Texas town of 11,500. Write. No opening until August 10th. Radio Station KVOU, Uvalde, Texas.

Immediate opening for engineer-announcer with emphasis on announcing. 40-hour week. Salary commensurate with ability. Send disc, photo and particulars. KBRL, McCook, Nebraska.

The midwest's most progressive FM station is looking for an industrious engineer, with a first class ticket. Prefer single man, who is willing to work. 40 hour week, with good pay. Send qualifications, at once, to chief engineer, Radio Station WCSI, Columbus, Indiana.

Wanted immediately: Chief engineer. Must have experience with maintenance of directionals and construction work. Permanent position. Radio Station WINZ, Miami Beach, Florida.

Qualified engineer to do consulting work for small Washington firm. Box 325, BROADCASTING.

Experienced engineer wanted, transmitter, remote, control room operation, installation and maintenance, 5 kw planning 10. Write giving history and wages expected. Air Mail Box 154, Barranquilla, Colombia.

Transmitter engineer—5 kw AM directional and 10 kw FM. At least two years experience, including maintenance and construction. Car required. WAKR, Akron, Ohio.

Help Wanted (Cont'd)

Transmitter engineer for Pennsylvania FM—only station opening about September 1. Must have own transportation. Write full details, including salary expected to Chief Engineer, 103 South George St., York, Penna.

Chief engineer—Midwest network regional with directional array. Station has television license; plans extensive construction program. Position demands man with directional education and professional background, experience as chief. Starting salary $400 per month. Life and health plan, periodic increases. Write giving construction education and experience, photo, references, present position. Box 338, BROADCASTING.

Need two engineer-announcers to open new 250 watt station in eastern Montana September 1. Write Box 251, BROADCASTING.

Production-Programming, others

Wanted: Girl, as continuity writer, part-time announcer for women's programs. Send picture, voice transcription, and complete data. Box 233, BROADCASTING.

Community-conscious program director by N.E. AM-FM net-affiliated stations. Send evidence local programming and ideas making station integral factor all facets community. Photo and disc returned. State starting salary. Box 248, BROADCASTING.

Continuity writer about September 1. Man thoroughly experienced in writing commercials that sell. Also service accounts. Permanent position with network affiliate. State experience, salary desired, with sample copy to Copy Chief, Station WTAD, Quincy, Illinois.

Program director—Progressive New England 250 watt independent wants alert, hardworking announcer-program director. Box 304, BROADCASTING.

Situations Wanted

Managerial

Experienced manager. Eleven years network and independent operations. First class license, excellent announcer and salesman. Box 4050, San Francisco 1, California.

Needed—$6,000.00 annually, supervise engineering and manage too. Experienced, settled, available. Details at Box 291, BROADCASTING.

General manager available. 15 years experience all phases construction and station operation. Family man, sober, top record, references. South only. Box 134, BROADCASTING.

Executive officer-manager with 20 years profitable operation all phases AM-FM plus special TV training desires only one more change with better climate and opportunity to maintain or develop AM-FM-TV property on profit-sharing basis. Present employer offers finest recommendation. Box 127, BROADCASTING.

EXECUTIVE
OF FAMOUS
CHICAGO STATION

Wants management with part ownership of station. For past five years Program Director of 50,000-watt clear-channel midwest operation. Previously Radio Director for leading national advertising agency. Only interested in exceptional opportunity.

BOX 320 BROADCASTING
360 N. Michigan Ave.
Chicago

Situations Wanted (Cont'd)

FOR SALE: Fully-equipped late model station manager, commercial manager or combination. Plenty of extras: 17 years unbroken radio experience in every phase of operation. College degrees in engineering and journalism. Now own largest radio production business in city of two million. Want opportunity to demonstrate ambitious plans for remodeling station operation and commercial development. Prefer station with plenty of problems. Must have $20,000 guarantee plus bonus agreement. Age 44, excellent health, free to go anywhere immediately. Write Box 336, BROADCASTING.

Canadian moving to U.S.A. September first. Employed as sales manager at present but desires position as manager of an AM station or sales manager of a larger station. Excellent references can be supplied and applicant has had fifteen years experience covering all departments. Box 286, BROADCASTING.

Competition my meat! Can change managerial headaches to smiles. Available now. Details at Box 290, BROADCASTING.

Experienced manager available immediately. Over 5 years management, 1 kw and 5 kw stations, network affiliates. Hard worker. Good programming and sales ability. Consider any offer. Box 319, BROADCASTING.

Present organizer-part owner-manager of three AM stations wants executive position in television. Over twenty years in radio, former manager of NBC station. Personality known to entire radio industry. Any locality. Salary secondary to opportunity. Box 342, BROADCASTING.

Salesmen

Two for one—a salesman who can direct programs or a program director who can sell. Young, aggressive experienced man with excellent record in both departments wants spot with a progressive station. Not a chair-polisher or a prima donna, but a man who knows his job and can do it well. Reply to Box 284, BROADCASTING.

Available September 1st. Radio time salesman with outstanding record of results with one of America's leading stations: interested in making a connection in the New York area, with either an independent or network operation where strong agency and advertiser contacts and thorough sales experience will result in an income of $10,000 or more a year.

BOX 321 BROADCASTING

Announcers

Experienced announcer, emphasis newscasting. Good voice and interpretation. Newspaper background. Box 340, BROADCASTING, 360 N. Michigan, Chicago.

Combination — 1st phone staff announcer-D.J., general maintenance. References, married. Disc available. Prefer midwest. E. Eaton, 3815 17th Ave. S., Minneapolis 7, Minnesota.

Announcer-copywriter, college background. All phases, newscaster-disc shows-classical. Excellent references. Box 285, BROADCASTING.

Newscaster, 24, experienced. Can handle board and disc shows well. Box 293, BROADCASTING.

Announcer—Experienced, willing to travel anywhere. Dependable. Desire permanent position. Box 333, BROADCASTING.

Announcer-engineer. 1 year experience engineer, 6 months as straight announcer. Age 23, hard worker with ambitions. Prefer work in south. Disc available. Can start at once. Box 337, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Presently employed available July 15th. Skilled all phases, strong on sports. Seeks connection more progressive station. Disc, photo on request. Box 46, BROADCASTING.

Capable announcer, strong on news, commercials. Experienced 1,000 watt daytimer. Good voice, constant, adept disc jockey, smooth adlib. Newspaper background. Michael Fidler, 3128 Eastwood, Chicago 25, Ill., Irving 1681.

Newscaster seeks higher paying position. Box 218, BROADCASTING.

Announcer, thoroughly experienced. Excellent voice. Transcription, background will prove merits. Box 215, BROADCASTING.

Scoop! Leading name disc jockey available soon. National award winner. Box 160, BROADCASTING.

Announcer—24, married, veteran. Professionally trained New York's leading radio school. Personable, industrious, newscasting, commercials. Strong on sports. Disc, photo on request. Will travel. Box 281, BROADCASTING.

Announcer, vet, 26, single, 1½ years experience independents. News, programming, disc jockey, board, continuity. Prefer west coast college town. Ray Allen, 910 Rosegien, El Monte, California.

Announcer, college background wants experience. Graduate of School of Radio Technique, Radio City. Capable of doing all phases of broadcasting. Will travel. Box 298, BROADCASTING.

Attention—Announcer-writer with big future desires opportunity. College grad, vet experienced in continuity, acting, directing, musical arranging publicity, thoroughly conversant in sports, news. Previous radio experience with college station. Box 299, BROADCASTING.

Announcer, college background wants experience. Graduate School of Radio Technique, Radio City. Capable of doing all phases of announcing. Will travel. Address Harry Emden, East Aurora, New York, Erie County.

Your new announcer can be a man with proven ability in all phases of staff work. Excellent newscaster, good voice. Ambitious college graduate. References. Box 301, BROADCASTING.

Capable announcer, strong on news, commercials. Experienced 1000 watt daytimer. Good voice, consistent, adept disc jockey, smooth ad-lib. Newspaper background. Michael Fidler, 3128 Eastwood, Chicago 25, Ill. Irving 1681.

Sportscaster—Experienced high school college football, fights. 3 years west coast radio. Now desires spot with progressive station in New Jersey, eastern Pennsylvania. Presently employed. Sober dependable, excellent references. Box 305, BROADCASTING.

Experienced announcer. Now employed wants to move back to western Carolina. Special events sports man. References. Sixty dollars minimum. Available two weeks. Box 306, BROADCASTING.

Announcer, reliable, sober. Experienced in newscasting, sportscasting, disc jockey and commercial copy. Immediate availability. Disc, photo on request. Box 261, BROADCASTING.

Announcer—College grad, family man, 23, some experience 250 w station; some control operation. Permanency paramount, want to settle down. Eastern, southeastern U. S. preferred. Confident, pleasant, efficient; I can do the job for you. Dave Rosehill, 119-21 Metropolitan Ave., Kew Gardens, Long Island, N. Y.

Conscientious announcer offering more than the average. Unmarried, university graduate. Over four years with production department leading New York station. Staff announcer with network affiliate. Intelligent rendition of news. Comprehensive background in music. Trained in sports broadcasting. Excellent references. Will travel for live audition. Box 329, BROADCASTING.

Announcer, single, 28. Experienced play-by-play sports, newscasting, special events. Contact Bob Wilson, 1470 Warner Ave., Chicago 13, Ill. Phone, Buckingham 0565.

Situations Wanted (Cont'd)

Hearing is believing! Yes, it's the quality of the voice that counts—and in radio quality means tone richness and ear-selling ability. For proof positive, write Box 341, BROADCASTING.

Newscaster, 24, single veteran, college graduate. Present news editor 250 network affiliate. Now seeking general announcing position emphasizing news at station with enterprising news policy. Disc and photo. Live audition in east. Excellent references. Box 328, BROADCASTING.

Technical

For qualified technicians, write or phone: Employment Department Melville Radio Institute, 15 West 46th St., N.Y.C. Luxemburg 2-0440.

Building or refurnishing? 15 years experience yours for writing Box 292, BROADCASTING. Available now.

Engineer. Plenty 50 kw experience, operation and maintenance. Now working. Warmer and drier climate ordered for little girl, rheumatic fever victim. References. accept any good offer in land of warmth and sunshine. Box 297, BROADCASTING.

Engineer, first phone. Inexperienced. Available immediately. College man. Prefer combination job. Box 289, BROADCASTING.

Need chief engineer? Can take complete charge installation of equipment and operation of your engineering department. Thoroughly experienced every phase of broadcasting. Excellent references to interested parties. Box 322, BROADCASTING.

Operator holding first phone desires employment in east. Presently employed at 5 kw station. Knowledge of FM and television. Box 326, BROADCASTING.

Engineer. Transmitter experience, veteran, 31, married, amateur radio serving radar, free to change jobs immediately for right reason. Clean record. Wire or write for quick reply. Fred Smith, 254 Thorncrest, Creve Coeur, Ill.

Young man wants position as engineer. Prefer N. D., Minnesota or California. Just received 1st class phone ticket. Write Don Harris, 1524 2nd St., S. W., Minot, N. D.

Young married engineer, 1st fone, 3 yrs. broadcast exp. 2½ yrs. Navy electronics. Exp: construction, transmitter maint., master control, recording, FM. Six mos. announcing exp. Presently employed 5 kw net. affil. Desires change locale to home San Francisco Bay region. Avail. Oct. 1st. Box 302, BROADCASTING.

Engineer, transmitter experience, single, abstainer, desires job in Southwest. References. A. Auerbach, YMCA, Phoenix.

Production-Programming, others

Children's shows and news; 5 years announcing, board, turntables; noncommercial and commercial stations. College graduate. Veteran Navy radio technician. Married, 23. Now employed as news editor. Can do lots for you, writing, producing, working. Desire permanent chance to contribute, learn and advance. May I hear from you? Box 280, BROADCASTING.

Program director or chief announcer for metropolitan affiliate, experienced, married, sober, now employed executive capacity. Box 294, BROADCASTING.

Midwest radio news director and newscaster considering other offers. Experience: 6 years. Professional recognition: national. References exchanged. Box 295, BROADCASTING.

Television program director desires position new station, advertising agency, package company. Produce, direct top-notch, low-cost shows, live or 16mm. 33, single, vet, equiv. 6 years college, available now. Also experienced writing, promotion, publicity, talent, sales. Good man for developing new TV market. Box 282, BROADCASTING.

Two for one—a salesman who can direct programs or a program director who can sell. Young, aggressive experienced man with excellent record in both departments wants spot with a progressive station. Not a chair-polisher or a prima donne, but a man who knows his job and can do it well. Reply to Box 284, BROADCAASTING.

Situations Wanted (Cont'd)

Continuity writer. Bright gal, 24, with experience, imagination, versatility; "a real worker!" Seek opportunity with active metropolitan station. Now in east. Want to make your city my home. Box 255, BROADCASTING.

Conscientious female traffic manager, fourteen months' experience. Can handle programming, promotion. Box 221, BROADCASTING.

Announcer - program director-special events narrator. Young married man presently program director of eastern independent in competitive market, formerly featured newcaster-announcer eastern metropolitan network affiliate. Interested in announcing for large station or programming station recognizing need for top quality. Minimum 65 dollars. Box 296, BROADCASTING.

Married veteran, university degree. Strong education background in research. Desires position in radio research and promotion. Midwest or west preferred. Box 323, BROADCASTING, 360 N. Mich., Chicago.

Program director-sportscaster. Familiar with all phases of announcing, production and sports play-by-play. Presently employed, but seeking better opportunity. Five years in radio. Box 324, BROADCASTING.

Looking for greener field—progressive, AM or FM station! Presently employed as woman commentator and continuity writer. Young, attractive, college grad, public relations—wise! What's available? Box 327, BROADCASTING.

Program director. Presently assistant P.D. midwest's largest independent station. Box 203, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

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8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are **satisfied** with personnel we furnish.

Schools

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NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING-ACTING-CAMERA OPERATION
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ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS
TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
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ONE-YEAR RADIO BROADCASTING COURSE
Classes held Evenings
Monday through Friday 6-9 P.M.
Designed for veterans and others interested in intensive training for the professional radio field. Announcing, dramatics, creative and continuity writing, production, programming, radio news, radio workshop, introduction to television, radio advertising. Faculty includes prominent radio station specialists. College credit. Limited enrollment. New modern studios. G. I. approved. Classes begin Sept. 27.
Write Secretary of Evening Division for Catalog.
EMERSON COLLEGE
Founded 1880
130 Beacon St., Boston, Mass

For Sale

For sale: 2 Bliley crystals type BC46T for 1400 kcs complete with thermometers ready to insert into sockets. Good as new. Make an offer. Radio Station KXLK, Great Falls, Montana.

180 foot self-supporting tower in good condition complete with lighting equipment. Ready for delivery. Reasonable price. WMLT, Dublin, Georgia.

For sale two Par Metal G-3024 cabinets. Overall size 32 by 76 inches, double doors, screen ventilation louvres, black crackle finish, panel dimensions 30 by 70 inches. These panels brand new, never used, in original crates. $125.00 each, F.O.B. Waterbury, Vermont. WDEV.

Transmitters—Closed bids taken for three 1 kw Lee DeForest broadcast transmitters complete less tubes and crystal oven. Can be seen at Universal Radio Supply Company, 1404 Venice Boulevard, Los Angeles, California. No bids accepted after August 20th, 1948.

For sale—189-ft. Truscon self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $2 000. Call or write WLBJ, Bowling Green, Kentucky—1340.

Tower. Used Truscon self-supporting 164 ft. of steel. Excellent condition including insulators and lighting system now available F.O.B. Sedalia, Mo. Price $2200.00 Contact Radio Station KDRO, Sedalia, Missouri.

257 ft. Truscon triangular self-supporting tower complete with lights, insulators, good as new. Dismantled for immediate shipment. $2950.00 WKBB Dubuque, Iowa.

150 foot Wincharger tower. Type 78; guys; insulators. No lights. Also Jensen high fidelity bass reflex reproducer complete. Type CRT-12. Best offer! Charles Bresette, WOBT, Rhinelander, Wisconsin.

Have spare RCA turntable. Brand new, never been used. Will move for $475.00. First reply takes. Box 238, BROADCASTING.

For sale: 250 watt unlimited independent in competitive growing western market. Showing small profit with inexperienced management. Priced half of past yearly gross. $20,000 down—terms. Box 240, BROADCASTING.

Let's not waste time with a blind ad. If you want to buy a sweet little Colorado station contact me direct. Herb Hollister, Boulder, Colorado.

Limiter amplifier. Altec Lansing model A322C, brand new. Ship same day order is received. Original price $500, first check for $350 takes. Box 242, BROADCASTING.

450 Foot Blaw-Knox Tower

For Sale: One Blaw-Knox self-supporting tower—450 Feet High—base, 21 feet square. Excellent condition.
Write:
Ken Gardner, Station WHAM
201 Humboldt St., Rochester 3, N. Y.

Playback, portable. Dual speed, separable speaker, connection for P.A. microphone, individual controls, black leatherette finish, in original case. Delivered anywhere in the U. S. $85. Check with order. Box 243, BROADCASTING.

For immediate delivery latest 101C federal intensity meter less than two months old. Will consider old federal meter in trade. Box 230, BROADCASTING.

Western Electric 304A 1 kw transmitter complete with two sets of tubes. In good operating condition. A real buy. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 S. Spring Street, Los Angeles, California; 11 West 42nd Street, New York, New York; Lakewood Professional Building, 2000 Kidwell Street, Dallas, Texas or Dogwood Road, Fountain City (Knoxville), Tennessee.

For sale: 45% stock interest in fulltime network station in large, prosperous, industrial city which has only three stations. Station making good profits. Box 195, BROADCASTING.

Scott dynamic static suppressor. Box 142, BROADCASTING.

For Sale (Cont'd)

New RCA equipment, original cartons. 5% discount current prices. Included one RCA 76-B4 speech input consolette, two RCA variable line equalizers, eight RCA BA-1A preamplifiers, one RCA 86-A1 limiting amplifier, one RCA BA-3C program amplifier, two RCA BR-84B and two BR-84D equipment racks, three RCA LC-1A monitoring speakers 120,000 feet #8 soft-drawn, bare copper wire, three Austin 3 kw tower lighting transformers and many other new items. Used equipment: One Western Electric 310-B 250-watt transmitter, excellent condition; one Western Electric 23-B speech input consolette, two Blaw-Knox 165 ft. self-supporting steel towers. For detailed list of above and other items, write or wire Henry H. Fletcher, KSEI, Pocatello, Idaho. Shipment within 24 hours after purchase.

For sale and ready for immediate delivery. 152 foot Blaw-Knox self-supporting tower complete with beacon, tower lights and base insulators. Reasonable for quick sale. Write Louis Saiff, Jr., General Manager, WWNY, Watertown, New York.

Presto K8 recorder, like new. Sacrifice for best offer. Call Wisconsin 0870 or contact Johnny Laning, 3941 Newdale, Chevy Chase, Md.

For sale—Half interest in accredited established broadcasting school. Box 343, BROADCASTING.

For Sale (Cont'd)

FOR SALE

TELEVISION CAMERAS

3 DuMont 5027-A Image Orthicon pickup heads and 5047-A Electronic view-finders, complete with all tubes, including 2P-23. Factory reconditioned — perfect condition.

FOB NYC Subject to prior sale

WIRE—WRITE

THE NATIONAL INSTRUMENT CO.

FAR ROCKAWAY NEW YORK

For sale—Gates 28-CO. Limiting amplifier reconditioned and in perfect condition. Will accept highest offer. Minimum $200.00. Box 344, BROADCASTING.

For sale—RCA 308-B field intensity meter complete. Recently calibrated at factory. WWNC, Asheville, N. C.

For Sale (Cont'd)

2 Scully disc recorders latest type with belt fast feed. Have been assembled but never used. 2 Fairchild disc recorders portable type 539-B. 4 Fairchild cutterheads 551-A. 1 Sucion pump. 2 Altec A-255 amplifiers. 2 Altec A-420 amplifiers. 1 Altec A-127B amplifier. 1 Altec A-323 amplifier. 1 Hewlett Packard oscillator 200 CR. 1 Hewlett Packard distortion analyzer 320 AR., 1 level indicator Daven 910-E. 1 Robinson turntable. 1 WE 9A head with Langevin arm. 3 19C coils. 10 WE jack strips. 14 WE patch cords. All above equipment has been assembled but never used. Bid for all or any part. United Sound System, 5840 Second Blvd., Detroit, Mich.

FOR SALE

RADIO STATION

BOX 345, BROADCASTING

Wanted to Buy

Want used 3 kw FM transmitter and monitor. Can use 250 w if can add 3 kw amplifier. KIMO, Independence, Missouri.

Will buy a radio station if price is right. Box 287 BROADCASTING.

Wanted—Used or new console, two turntables and two pickups suitable for remote studio use. WBBO, Forrest City, N. C.

Miscellaneous

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NOW AVAILABLE FOR IMMEDIATE DELIVERY
All services—painting—erection
dismantling—ground systems
ALEXANDER STACK & TOWER
323 E. River Blvd. Marion, Ind.

When are you going to act on that idea of yours and apply for a construction permit for the station you want. We have converted 21 clients ideas into completed stations. We can do the same for you with no worry, fuss or bother. There is no substitute for experience. L. W. Andrews, Inc., Whittaker Bldg., Davenport, Iowa.

LATE CLASSIFIEDS

Help Wanted

Announcers

Large southern station has excellent employment opportunity for experienced announcer capable handling position Director Special Events. Must be able to telephone giveaway, some DJ shows, interview work. Friendly style as used in SW and west desirous. Good opportunity advancement. Write fully Box 350, BROADCASTING.

Production-Programming, others

Prominent southeast station will give GI announce school graduate opportunity if eligible on-job training and can do accurate detail work as combination traffic manager and announcing or writing copy. Typing ability required. Send small photo and your story to Box 351, BROADCASTING.

Technical

Transmitter operators. No experience necessary. Small southern town. Cost of living low. Starting wage $35.00 Pay more for combination men. Apply Box 332, BROADCASTING.

Situations Wanted

Announcers

Announcer—producer, all-round experience, special events, copywriter, salesman, veteran, single, prefer Pacific Coast. Box 334, BROADCASTING.

Have job. Want better one. Single, twenty seven, five years radio plus AFRS in Pacific. Not a hot rock. Just a steady, reliable announcer, disc jockey who wants to build a future. Disc, photo, references. Box 335, BROADCASTING.

Technical

Personable, wide experience to 10 kw and chief of directional; installation AM, FM. Responsible, family, prefer South, reasonable notice. Ernest Green, 2803 N. Sixth, Lubbock, Texas, 2-3091.

First class engineer-announcer wants position progressive station anywhere. Average requirements. Box 346, BROADCASTING.

First class operator-announcer play-by-play baseball experience. Larry Brunes, 815 Union St., The Dalles, Oregon.

Engineer — Experienced control and transmitter, anxious to locate near N. Y. Victor Caravella, WSSV, Petersburg, Va.

Production-Programming, others

I'd like to work in Hawaii. I'm free to travel and willing to work. Picture, copy and plans available for new woman's show. Box 348, BROADCASTING.

Navy Bellevue graduate experienced in all phases broadcasting. Good voice, personality. Recommendation from employer. Prefer South. Contact Box 347, BROADCASTING. Disc and photo available.

Assistant editor of national woman's magazine, former copywriter and researcher. 26. Wish to locate in southwest or overseas. Scope for originality, adaptable to unsual situations. Box 349, BROADCASTING.

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FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

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July 30 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

WDAE Tampa, Fla.—Denied petition to sever and grant without hearing application to change facilities from 1250 to 810 kc. etc.

AM—1430 kc

Roxboro Bcstg. Co., Roxboro, N. C.—Granted CP new station 1430 kc 1 kw D; estimated cost: $27,500.

Hearing Designated

Payne County Bcstrs. and Cushing Bcstg. Co., Cushing, Okla.—Designated for consolidated hearing applications of Payne County and Cushing Bcstg. Co., both requesting new stations 1600 kc 500 w D.

Dunkirk Bcstg. Corp., Dunkirk, and WJOC Jamestown, N. Y.—Designated for hearing application of Dunkirk for new station 1410 kc 500 w unl. in consolidated proceeding with application of WJOC to change facilities of station from 1470 kc 1 kw D to 1410 kc 1 kw unl.

Petition Denied

H. J. Griffith Bcstg. Co., Parsons, Kan.—Adopted memorandum opinion and order denying petition for reconsideration of Commission's action of Oct. 16, 1947, denying petitioner's request to dismiss without prejudice its application for CP (Comr. Webster dissenting).

Hanover Bcstg. Co. Inc., Hanover, Pa.—Denied petition requesting dismissal without prejudice of its application; and Commission on its own motion dismissed said application (Comr. Webster dissenting).

Petition Granted

Mansfield Radio Co., Youngstown, Ohio—Granted petitions for acceptance of late appearance in proceeding in re Docket 8790 et al, and late appearance filed May 28 together with amendment to show complete change in stockholders, etc., were accepted. Denied petition filed by Vindicator Printing Co. for dismissal of Mansfield application. (Comr. Sterling for denial of Mansfield late appearance, and grant of Vindicator petition.)

Request Denied

Highlands Bcstrs. Inc., Oak Ridge, Tenn.—Denied request for indefinite extension of time to complete construction under CP granted July 25, 1946, to operate on 1450 kc 250 w unl.

Modification of CP

KTOK Oklahoma City—Granted mod. CP to change type trans., change to DA-DN, mount FM ant. on center tower, and change trans. location.

License Renewal

WJBK (and aux.) Detroit, Mich.—Granted renewal of license on temporary basis for period ending Dec. 1.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

The Yankee Network Inc., Boston—Dismissed as moot petition for review of Motions Commissioner's ruling on petition to intervene in re Dockets 8661 and 8662.

Orange Belt Station, Redlands, Calif.—Granted petition to accept late appearance in re application.

Metropolitan Radio Corp. of Chicago Inc., Chicago—Granted petition for leave to amend FM application to add information concerning installment purchase of certain equipment.

Blue Valley Bcstg. Co., Beatrice, Neb.—Granted petition for leave to amend application to show increase in number of stockholders and increase in authorized capital.

Donroy Bcstg. Co., Fresno, Calif.—Granted petition to accept late appearance in re TV application.

Mid-Atlantic Bcstg. Co., Atlantic City—Granted petition to dismiss without prejudice TV application.

WHBQ Memphis, Tenn.—Dismissed as moot petition to designate for hearing and make petitioner party to proceeding in hearing on application of David Harold Woolridge, Memphis, Tenn., without prejudice to filing of petition to intervene by WHBQ.

Louisiana Bcstg. Co., New Orleans—Granted petition for extension of time in which to file exceptions and request oral argument in re Dockets 7162 et al, and time was extended to Aug. 16.

Pynchon Bcstg. Corp., Springfield, Mass.—Granted petition for extension of time to Aug. 25 within which to file exceptions and request oral argument in re application and that of Hampden-Hampshire Corp.

Southeastern Masssachusetts Bcstg. Corp., New Bedford, Mass.—Granted petition to dismiss without prejudice application; and Commission on own motion removed from hearing docket application of Bay State Bcstg. Co.

Orange Empire Bcstg. Co., Redlands, Calif.—Granted petition for extension of time to Aug. 9, to file proposed findings in re application.

Sarkes Tarzian, Bloomington, Ind.—Passed over petition for dismissal without prejudice of AM application.

Report of Actions on Motions dated July 16, item relating to WJBK is corrected by FCC to read: WJBK Detroit, Mich.—Granted petition insofar as it requests leave to amend its application to specify 25 kw-D and revised DA.

July 30 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

San Luis Valley Bcstg. Co., Alamosa, Col.—CP new standard station 1490 kc 250 w unl.

AM—1370 kc

Prairie Radio Corp., Lincoln, Ill.—CP new standard station 1370 kc 500 w D.

AM—1590 kc

Johnson County Bcstg. Co., Olathe, Kan.—CP new standard station 1590 kc 500 w D.

AM—1600 kc

WJEL Springfield, Ohio—CP increase power from 500 w D to 1 kw DN, change hours from D to unl., make changes in trans., install D A - D N (D A - 2), AMENDED to change power from 1 kw to 500 w-N 1 kw-D and make changes in DA patterns.

Modification of CP

KWRO Coquille, Ore.—Mod. CP new standard station for extension of completion date.

KFDM Beaumont, Tex.—Mod. CP increase power, etc., for extension of completion date.

WSGN-FM Birmingham, Ala.—Mod. CP new FM station for extension of completion date.

WJLD-FM Birmingham, Ala.—Same.

WAVZ-FM New Haven, Conn.—Same.

WCVS-FM Springfield, Ill.—Same.

WMAR-FM Baltimore—Same.

License for CP

WEEI-FM Boston—License to cover CP new FM station.

FM—98.1 mc

St. Olaf College, Northfield, Minn.—CP new FM station (Class B) 98.1 mc, Channel 251, ERP 60 kw ant. height above average terrain 345 ft.

Modification of CP

WMSA-FM Massena, N. Y.—Mod. CP new FM station for extension of completion date.

WSIC-FM Statesville, N. C.—Same.

FM—104.3 mc

Coastal Plains Bcstg. Co. Inc., Tarboro, N. C.—CP new station (Class B) on 104.3 mc, Channel 282, ERP 2.95 kw, ant. height above average terrain 296 ft.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP new FM station for extension of completion date.

WKRZ-FM Oil City, Pa.—Same.

WVOP Portsmouth, Va.—Same.

WISN-FM Milwaukee—Mod. CP new FM station to change ERP from 310 kw to 55 kw, decrease ant. height above average terrain to 384 ft.

KNBH Los Angeles—Mod. CP new commercial TV station for extension of completion date.

WDEL-TV Wilmington, Del.—Same.

WOI-TV Ames, Iowa—Same.

WBZ-TV Boston—Same.

License for CP

Earle C. Anthony Inc., Los Angeles and Neighboring Counties—Licenses to cover CPs new exp. TV relay stations W6XYK and W6XYL.

Experimental TV

John H. Poole, d/b as Pacific Video Pioneers, Pasadena, Calif.—CP new exp. TV station on 490-510 and 790-810 mc, power of 30 w, emission A0, A3, A5, special for FM and hours in accordance with sections 4.131 (b) and 4.163. AMENDED to change frequency to 475-890 mc bank.

License for CP

Crosley Bcstg. Corp., Cincinnati, Ohio—License to cover CP new exp. TV relay station.

Remote Pickup

Land O' Lakes Bcstg. Corp., Cambridge, Ohio—CP new remote pickup station on 1646, 2090, 2190, 2830 kc, power of 100 w, emission A3 and hours of operation in accordance with sect. 4.403.

License for CP

KDYL-FM Salt Lake City, Utah—License to cover CP new FM station.

Modification of CP

KSLH St. Louis, Mo.—Mod. CP new FM station, non-commercial educational, for extension of completion date.

FM—Unassigned

Haverford Township Senior High School, Havertown, Pa.—CP new noncommercial FM educational station to be operated on frequency assigned by FCC with power of 2.5 w.

(Continued on page 90)

ACTIONS OF THE FCC

JULY 30 to AUGUST 5

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
ST-studio-transmitter	**aur-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis-visual**	**unl.-unlimited hours**

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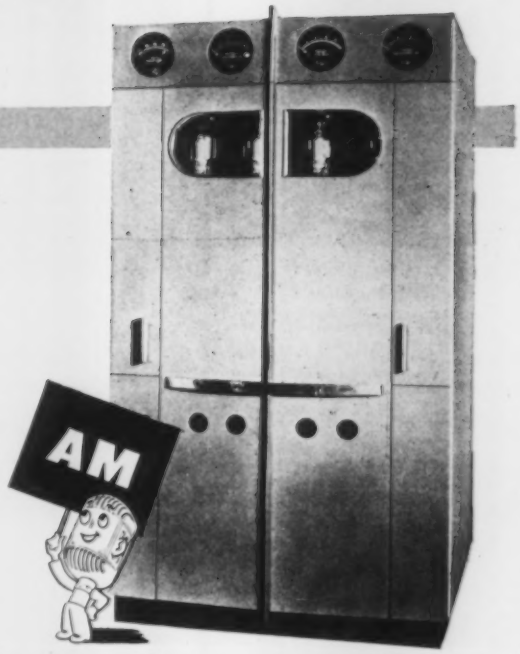

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Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
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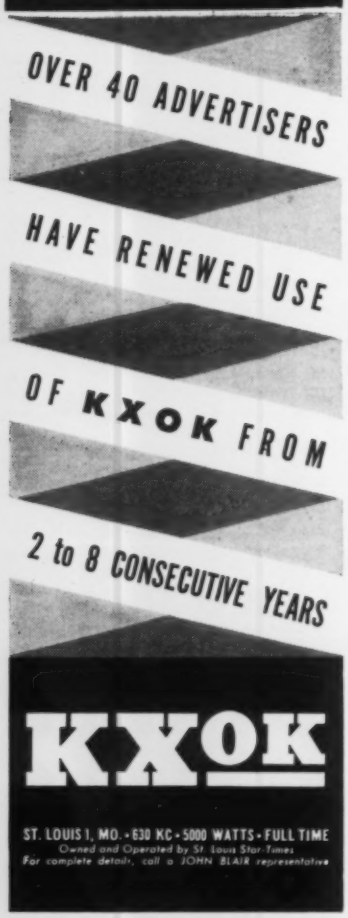
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FCC Actions

(Continued from page 88)

Applications Cont.:

TV—186-192 mc

Meredith Champlain Television Corp., Albany, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 1230 kw, aur. 6.0 kw unl. AMENDED to change corporate name from Meredith Pub. Co. to Meredith Champlain Television Corp.

Modification of CP

WBEN-TV Buffalo, N. Y.—Mod. CP new commercial television station for extension of completion date.

TV—204-210 mc

WMFR High Point, N. C.—CP new commercial TV station on Channel 12, 204-210 mc, ERP vis. 1 kw, aur. .691 kw unl. AMENDED to designate studio location to 164 South Main St., High Point, N. C.

Modification of CP

WDTV Pittsburgh—Mod. CP new commercial television station, increase ERP from vis. 14.6 kw, aur. 7.3 kw to vis. 16.6 kw, aur. 8.3 kw and change type ant.

WTVR Richmond, Va.—Mod. CP new commercial television station to change classification of station from a metropolitan to rural station.

TV—180-186 mc

Wisconsin Bcstg. System Inc., Milwaukee, Wis.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 26 kw, aur. 13 kw unl. AMENDED change equipment and ant. system.

Experimental TV Relays

The Associated Bcstrs. Inc., San Francisco—CP new experimental TV relay station on 6875-6900, 6900-6925, 6975-7000, 7100-7125 mc, 0.1 w, emission special for FM ant., hours in accordance with Sec. 4.131(b) and 4.163.

License for CP

Bamberger Bcstg. Service Inc., Washington, D. C.—Licenses to cover CPs new experimental TV relay stations.

The A. S. Abell Co., Baltimore, Md.—License to cover CP new experimental television relay station.

Remote Pickup Station

Broadcasting Corp. of America, Riverside, Calif.—CP new remote pickup station on 152.75, 153.47 mc, 15 w, emission A3 and hours in accordance with Sec. 4.403.

Pueblo Radio Co. Inc., Pueblo, Col.—CP new remote pickup station on 1622, 2058, 2150, 2790 kc, 6 w, emission A3 and hours in accordance with Sec. 4.403. AMENDED change power from 6 w to 26 w and change equipment.

Pueblo Radio Co. Inc., Pueblo, Col.—CP new remote pickup station on 1622, 2058, 2150 and 2790 kc, power of 6 w, emission A3 and hours in accordance with Sec. 4.403. AMENDED make minor changes.

Tri-State Bcstg. Co. Inc., El Paso, Tex.—CP new remote pickup station on 152.75, 153.11, 153.47 mc, 20 w, emission A3 and hours in accordance with Sec. 4.403.

Halifax Bcstg. Co., South Boston, Va.—CP new remote pickup station on 30.820 mc, 22.5 w, emission special for FM and hours in accordance with Sec. 4.403.

Halifax Bcstg. Co., South Boston, Va.—CP new remote pickup station on 33.740 mc, 22.5 w, emission special for FM and hours in accordance with Sec. 4.403.

STL—949.5 mc

Cattawba Valley Bcstg. Co. Inc., Hickory, N. C.—CP new ST Link station on 949.5 mc 10 w, emission special for FM and unl.

TENDERED FOR FILING

AM—1490 kc

San Luis Valley Bcstg. Co., Alamosa, Col.—CP new standard station on 1490 kc, 250 w unl.

AM—1450 kc

KGIW Alamosa, Col.—Mod. license change hours from specified hours to limited time.

Assignment of CP

WSLN Ft. Lauderdale, Fla.—Consent to assignment of CP to George D. Gartland.

WIVY Jacksonville, Fla.—Consent to assignment of CP to WIVY Inc.

AM—1380 kc

KLIX Twin Falls, Idaho—CP change frequency from 1340 to 1380 kc, power from 250 w to 1 kw, change type trans. and install DA-N (contingent on change in facilities of KIDO and KBIO).

AM—1400 kc

Freeport Journal-Standard Pub. Co., Freeport, Ill.—CP new standard station on 1400 kc, 250 w unl.

AM—1370 kc

Prairie Radio Corp., Lincoln, Ill.—CP new standard station on 1370 kc, 500 w D.

AM—1520 kc

Gene Kirby, Marysville, Ohio—CP new standard station on 1520 kc, power not specified D.

AM—1470 kc

KVLH Pauls Valley, Okla.—CP change hours from D to unl., using power of 250 w on 1470 kc.

Modification of CP

WAEB Allentown, Pa. — Mod. CP specify power of 1 kw-N, 500 w-D, change type trans. and trans. location, change DA-N to DA-DN and approval of the ant. and trans. location.

Assignment of CP

KEVT Kerrville, Tex.—Consent to assignment of CP to Kerr County Bcstg. Co.

Assignment of CP

KOLE Port Arthur, Tex.—Consent to assignment of license to Mary A. Petru and Socs N. Vratis, a partnership d/b as Port Arthur Bcstg. Co.

AM—1410 kc

Victoria Bcstg. Co., Victoria, Tex.—CP new standard station on 1410 kc, 500 w.

FM—Unassigned

Haverford Township Senior High School, Havertown, Pa.—CP new noncommercial educational station on frequency to be assigned power of 2.5 w.

AM-1600 kc

KMAE McKinney Tex.—Mod. license to increase power from 500 w to 1 kw, D, 1600 kc.

August 2 Decisions . . .

DOCKET CASE ACTIONS

Petition Granted

Announced memorandum opinion and order vacating and setting aside Motions Commissioner's order of March 30, granting petition of Greater Muskegon Bcstrs. Inc. (WMUS), Muskegon, Mich., for enlargement of issues, reopening of record, and further hearing upon petitioner's application for CP and application of Grand Haven Bcstg. Co., Grand Haven, Mich., to permit admission of evidence on availability of 1240 kc 250 w unl. at Grand Haven; denied said petition; further, cancelled said further hearing ordered by Motions Commissioner in consolidated proceeding on above-entitled applications.

Petition Denied

Announced memorandum opinion and order denying petition for rehearing filed by Charles C. Carlson (WJBW), New Orleans, directed against Commission's decision of April 22, denying petitioner's application for renewal of license of WJBW and granting application of Louise C. Carlson for a CP new station at New Orleans.

Announced memorandum opinion and order denying petition filed by Commonwealth Bcstg. Corp. (WLOW), Norfolk, Va., for leave to amend its application to change hours of proposal for use of 1010 kc 5 kw from unl. to D, for waiver of Sec. 1.365(a), and for reconsideration, on basis af present record, of Commissions proposed decision looking toward grant of application of Radio Television of Baltimore Inc., Baltimore, and denial of petitioner's application.

Announced order denying petition of Unity Bcstg. Corp. of New York, requesting rehearing or reconsideration of channel assignments made by Commission in its decision of April 7, in New York FM cases.

AM—1570 kc

Announced proposed decision looking toward grant of application of Central Valley Radio to increase power KCVR Lodi, Calif., from 250 w to 1 kw 1570 kc, D, and install new trans. and to deny application of Del Paso Bcstg. Co. for new station North Sacramento 1580 kc 250 w D.

August 2 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

Freeport Journal-Standard Pub. Co., Freeport, Ill.—CP new standard station 1400 kc 250 w unl.

Modification of License

KVLH Pauls Valley, Okla.—Mod. license to change hours from D to unl.

AM—1410 kc

Victoria Bcstg. Co., Victoria, Tex.—CP new standard station 1410 kc 500 w D.

License Renewal

WKNE Corp., Keene, N. H.—Application for renewal of standard broadcast license filed for WKNE.

Modification of CP

KROW-FM Oakland, Calif.—Mod. CP new FM station for extension of completion date.

KFVS-FM Cape Girardeau, Mo. — Same.

WOR-FM New York—Mod. CP change ERP from 15 kw to 3.6 kw, increase ant. height above average terrain to 931 ft.

WJLS-FM Beckley, W. Va.—Mod. CP new FM station to change ERP from 31.7 kw to 36.6 kw, increase ant. height above average terrain to 1,047 ft.

WBKB Chicago—Mod. CP new commercial television station for extension of completion date.

CP to Reinstate

W3XBR The Conestoga Television Assn., Inc., Lancaster County, Pa.—CP reinstatement of CP which authorized reinstatement of exp. TV station, frequency 590-610 mc power 250 w, emission vis. A5, aur. A3.

TENDERED FOR FILING

FM—94.3 mc

Omar G. Hilton and Greeley N. Hilton d/b as Davidson Bcstg. Co., Lexington, N. C.—CP new FM station 94.3 mc, 0.398 kw (Class A).

Modification of CP

WDXI Jackson, Tenn.—Mod. CP to change from 1 kw d to 1 kw unl. and install DA-N (1310 kc).

APPLICATIONS RETURNED

Modification of License

KGIW Alamosa, Col.—Mod. license to change hours from specified hours to limited time. RETURNED July 29.

AM—1520 kc

Gene Kirby, Marysville, Ohio—CP new standard station 1520 kc power not specified and D. RETURNED July 29.

August 3 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Announced proposed decision looking toward denial of application of Bee

95,000 *Feet* of Ground Radials

is YOUR insurance that YOUR advertising message will reach and sell the rising farm income of the Great American Wheat-Belt, through ——

5000 Watts
790 kc.
colby, kansas

KXXX

Nationally Represented by
RURAL RADIO CO.

Bcstg. Co. for new station at Beeville, Tex., 1490 kc 250 w unl.

BY THE SECRETARY

WSBF South Bend, Ind.—Granted license covering changes in existing FM station

WFIN Findlay, Ohio—Granted license install new ant. and mounting FM ant. on AM tower.

Radio Station WOW Inc. Area Omaha, Neb.—Granted CP and license for new exp. television relay station.

WVUN Chattanooga, Tenn.—Granted license for new FM station.

WHOO-FM Orlando, Fla.—Same.

WSLS-FM Roanoke, Va.—Same.

WCOU-FM Lewiston, Me.—Same.

WFMF Chicago—Same.

WPAY-FM Portsmouth, Ohio—Same.

KRBC-FM Abilene, Tex.—Same.

KVEC-FM San Luis Obispo, Calif.—Same.

KKLA Los Angeles—Same.

WBOC-FM Salisbury, Md.—Same.

WASA Havre de Grace, Md.—Granted license for new station 1600 kc 500 w; D.

KDDD Dumas, Tex.—Granted license for new station 800 kc 250 w D; and specify studio location.

WGWD Gadsden, Ala.—Granted license for new station 570 kc 1 kw D.

WVCH Chester, Pa.—Granted license for new station 740 kc 250 w D; and specify studio location.

WHK Cleveland—Granted CP use old main trans. as alternate main trans.

WIBB Macon, Ga.—Granted mod. CP to change type trans. and change trans. location.

WDXI Jackson, Tenn.—Granted mod. CP to change type trans. for approval of ant. and trans. location, and to specify studio location.

WHAK Rogers City, Mich.—Granted mod. CP for approval of ant., trans. and studio locations.

WHLY Hopewell, Va.—Granted mod. CP to change type trans. for approval of ant., trans. and studio location.

KEYD Minneapolis—Granted mod. CP for approval of ant. and trans. location.

WERD Atlanta, Ga.—Granted mod. CP change type trans.

WXLW Indianapolis—Granted mod. CP for extension of completion date to 12-1-48.

Civic Bcstrs. Inc., Cleveland—Granted petition requesting extension of time for filing proposed findings of fact and conclusions of law in re Dockets 6913, et al, and time was extended to 9-1-48 (Action taken by Commissioner Sterling).

Following were granted licenses for new FM stations: WHBS-FM Huntsville, Ala.; KMYC-FM Marysville, Calif.; WOAP-FM Owosso, Mich.; WSOC-FM Charlotte, N. C.; WRAL-FM Raleigh, N. C.; WMOH-FM Hamilton, Ohio; WGPA-FM Bethlehem, Pa.; KVWC-FM Vernon, Tex.; and WPLH-FM Huntington, W. Va.

KOZY Kansas City, Mo.—Granted license covering changes in FM station 98.1 mc Channel 251 ERP 9.7 kw; ant. 270 ft.

Following were granted extension of completion dates as shown: WVPO Stroudsburg, Pa., to 2-3-49; KGEW Oroville, Calif., to 1-14-49; WCOV-FM Montgomery, Ala. to 9-1-48; WSB-FM Atlanta, Ga., to 10-15-48; KFI-FM Los Angeles to 2-16-49; WLOK-FM Lima, Ohio, to 11-18-48; WISH-FM Butler, Pa., to 9-26-48; WKBZ-FM Muskegon, Mich., to 9-1-48; KWFM San Diego, Calif. to 10-30-48; KSO-FM Des Moines, Iowa, to 2-27-49; WHTN-FM Huntington, W. Va., to 10-21-48; WKYC Paducah, Ky., to 9-15-48; KOAD Omaha, Neb., to 2-27-49; KCRK Cedar Rapids, Iowa, to 2-18-49; WASH Washington, D. C. to 2-3-49; WBBB-FM Burlington, N. C., to 10-31-48; WHAI-FM Greenfield, Mass., to 10-15-48; WHAV-FM Haverhill, Mass., to 9-30-48; WOL-FM Washington, D. C., to 9-1-48; WERE-FM Cleveland, to 10-15-48; WNHC-FM New Haven, Conn., to 10-15-48; WMBH-FM Joplin, Mo., to 10-11-48; WSAI-FM Cincinnati, to 11-1-48; W6XAO Hollywood, Calif., to 2-13-49; W9XKY Milwaukee, to 11-20-48.

Following were granted requests for cancellations of FM CPs: KGBX-FM Springfield, Mo.; WHIT-FM New Bern, N. C.; KFVD-FM Los Angeles; WEOI Columbus, Ohio; KTUR Turlock, Calif; KSRB Santa Rosa, Calif; WEXT-FM Milwaukee; WXTR Glens Falls, N. Y.; KUGC Keokuk Iowa; KWKC-FM Abilene, Tex.; KVOX-FM Fargo, N. D.

WFMO Jersey City, N. J.—Granted license covering new FM station.

WAJR-FM Morgantown, W. Va.—Same.

WKPT-FM Kingsport, Tenn.—Same.

WGAA Cedartown, Ga.—Granted license install new vertical ant. and mounting FM ant. on AM tower, and change of trans. location.

WWPG Palm Beach, Fla.—Granted license install new vertical ant. and mounting FM ant. on AM tower.

WQAM Miami, Fla.—Granted license install new trans.

KCOR San Antonio, Tex.—Granted license increase power, etc.

TV Sets in Capital

WASHINGTON, D. C., metropolitan area had a total of 15,500 television sets installed and operating as of Aug. 1, the Washington Television Circulation Committee representing three operating stations in the area announced Wednesday. The total represents an increase of 1,750 sets over the previous month, according to the committee, which comprises Sam Cooke Diggs, WMAL-TV; Gordon Williamson, WTTG, and James Seiler, WNBW. Estimates are based on figures supplied by Electric Institute of Washington and other sources.

WSAT near Salisbury, N. C.—Granted license for new station 1280 kc 1 kw D.

KROF Abbeville, La. — Granted license for new station 960 kc 1 kw D.

WICA Ashtabula, Ohio—Granted mod. CP make changes in DA and mount FM ant. on top of northernmost AM tower.

WLWC Columbus, Ohio—Granted mod. CP to change studio and trans. locations, change ERP and eqpt. and ant. system.

Following were granted extension of completion dates as shown: WLOF Orlando, Fla., to 9-1-49; KFH-FM Wichita, Kan., to 11-4-48; WRVB Richmond, to 12-1-48*; WCCP-FM Savannah, Ga., to 1-4-49*; WIRL-FM Peoria, Ill., to 10-13-48*; WSJN San Juan, P. R., to 1-21-49*; WJAX-FM Jacksonville, Fla., to 10-25-48*; WLLH-FM Lowell, Mass., to 11-16-48*; WVNA Indianapolis, to 2-12-49*.

* On cond. construction be commenced or interim operation provided by that date.

KYSM-FM Mankato, Minn.—Granted license for new FM station.

WPTL Providence, R. I.—Granted license for new noncommercial educational FM station.

WTDS Toledo, Ohio—Same.

KRUL Corvallis, Ore.—Granted license install new trans.

WKBZ Muskegon, Mich.—Granted license for change in frequency, etc.

KFFA Helena, Ark.—Same.

KVRS Rock Springs, Wyo.—Same.

WAFB Baton Rouge, La.—Granted license for new station 1460 kc 1 kw D; and specify studio location.

WBBC Flint, Mich.—Granted CP make changes in DA and mount FM ant. on No. 2 directional tower.

The Mount Carmel Bcstg. Co., Mount Carmel, Ill.—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

Following were granted extension of completion dates as shown: KRAI Craig, Col., to 9-30-48; WCBT-FM Roanoke Rapids, N. C., to 2-16-49; WNAD-FM Norman, Okla., to 11-1-48; WEFM Chicago to 2-24-49; KSMO-FM San Mateo, Calif., to 12-31-48; WNLC-FM New London, Conn., to 2-18-49; WENR-FM Chicago to 10-31-48; WMHC Indianapolis to 2-17-49; WENY-FM Elmira, N. Y., to 10-17-48; WBGE-FM Atlanta, Ga., to 11-10-48; WKVN Area Arecibo, P. R., to 9-15-48; WGBS Miami, Fla. to 11-20-48; WRUN Utica, N. Y., to 1-29-49; WJPS Evansville, Ind., to 10-28-48; WNAD Norman, Okla., to 11-1-48; KROW Oakland, Calif., to 3-1-49.

National Bcstg. Co. Inc., Area Chicago—Granted CP and license for new exp. TV relay station.

National Bcstg. Co. Inc., Area Los Angeles—Same.

National Bcstg. Co. Inc., Cleveland—Same.

KVLF Alpine, Tex.—Granted license covering change of frequency etc.

Intermountain Bcstg. Corp., Area Salt Lake City—Granted CP new exp. TV relay station.

The Atlanta Journal Co., Area Atlanta, Ga.—Same.

Scripps-Howard Radio Inc., Area Cleveland—Same.

KLUF Galveston, Tex.—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

KLUF-FM Galveston, Tex.—Granted mod. CP make changes in ant.

WROL-FM Knoxville, Tenn.—Granted mod. CP change type trans.

Following were granted extension of completion dates as shown: KROC-FM Rochester, Minn., to 2-1-49; WUSJ Lockport, N. Y., to 10-30-48; WRNL-FM Richmond, Va., to 10-16-48; WPRO-FM Providence, R. I., to 11-12-48; WBET-FM Brockton, Mass., to 8-15-48; WCOD Richmond, Va., to 2-23-49; WSMB-FM New Orleans, La., to 1-28-49; WJAS-FM Pittsburgh to 11-1-48; WAFM Birmingham, Ala., to 1-1-49; KECA-FM Los Angeles to 2-17-49; WAGA-FM Atlanta, Ga., to 2-12-49; WFNS-FM Burlington, N. C., to 2-10-49; WJLB-FM Detroit to 12-31-48.

August 4 Decisions . . .

BY COMMISSION EN BANC

Oral Argument Set

At request of interested parties, Com-

(Coontinued on page 95)

COVERAGE at Low Cost of

YOUNGSTOWN

OHIO'S 3rd MARKET

with

WFMJ • WFMJ-FM

ABC

Population ..... 520,300.

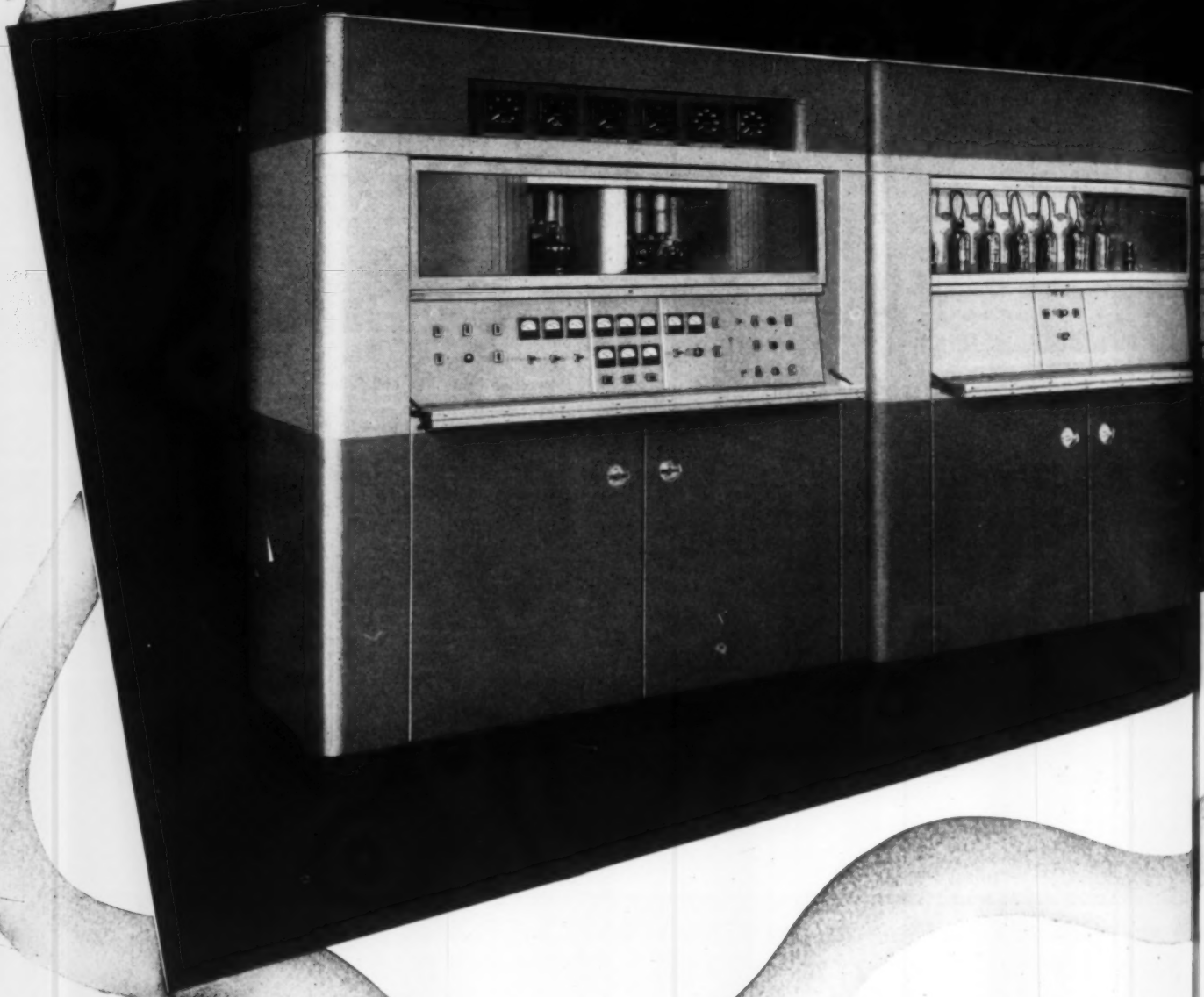
Retail Sales (Est. 1947) .....$406,090,000.

"Copyright 1948, Sales Management Survey of Buying Power"

ASK HEADLEY REED

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
679,973,000
Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.
WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.
WCON
5000 WATTS • 550 KC

. . . and now the new Westinghouse FM 10



1 DRIVER

. . . standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 RECTIFIER

. . . six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.

transmitter

William U. Dent can help you in the Pacific Coast area

Your Westinghouse Salesman has at his finger tips complete facilities to help you with your broadcast problems . . . from planning to operation. Mr. W. U. Dent, one of several Westinghouse Sales Engineers, ably assists him throughout the Pacific Coast area, plus Alaska and Hawaii. His 19 years of radio engineering and supervisory experience with Westinghouse make him very well qualified for this work.

3 AMPLIFIER

. . . uses grounded grid tubes. All operating tuning controls are motor-driven, operated from control panel. Rectifier controls are on amplifier control panel . . . allow for installation flexibility. Rectifier can be located remote to amplifier.

Complete supervisory control system for the rectifier and amplifier cubicles is located on amplifier control panel.

Safeguards your investment 4 ways . . .

- **For future expansion . . . driving unit for the new Westinghouse 50-kw FM.**
- **Insures basic investment . . . incorporates the Westinghouse 3-kw FM as its driver cubicle.**
- **Forestalls obsolescence . . . all key circuits are in two drawers for immediate replacement to allow for new FM developments.**
- **Keeps you on the air . . . "On call" Westinghouse service, nation-wide.**

Here are more Westinghouse FM features!

- **replace tubes in a matter of seconds**
- **"finger-tip reach" for all tubes from FRONT of transmitter**
- **only one control to adjust output power**
- **unit cubicle construction**
- **S. W. R. indicator monitors operating conditions of transmitter line and antenna.**

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02151

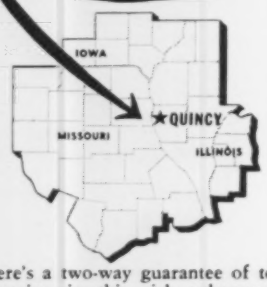
FIRST OF ALL . . .

IN BROADCASTING

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

WTAD
WTAD-FM
Quincy, Illinois



Here's a two-way guarantee of top listening in this rich urban-rural market. WTAD and WTAD-FM assure more listeners . . . more sales and profits. Use these dominant stations to tell and sell!

WTAD	WTAD-FM
930 KC 1000 Watts	99.5 MC
CBS Affiliate	Channel 258. ERP 53,000 Watts.

Covers 34 Mississippi Valley Counties—core of productive Illinois—Missouri—Town agricultural regions. WTAD-FM carries AM programs . . . with 53,000 watts ERP a whopping big plus coverage feature.

Represented by WEED & COMPANY

Lee STATIONS

LOOKING FOR PROGRAMS?
Most Local Shows Beat Network Shows on High-Hooper
KOIL
SERVING
OMAHA & Council Bluffs
BASIC ABC • 5000 WATTS
Represented by
EDWARD PETRY CO., INC.

FM, TV Viewed

(Continued from page 46)

B

Baker, Dr. Kenneth, NAB; Banks, Dolly, WHAT Philadelphia; Banks, William A., WHAT Philadelphia; Batson, Charles, NAB; Bauer, Charles, INS, New York; Beck, Basse, WKOK Sunbury, Pa.; Blackburn, James W., Blackburn-Hamilton, Washington; Brandschain, Herman, BROADCASTING; Breining, Paul M., WBPZ Lock Haven, Pa.; Bennett, David E., WKBO Harrisburg, Pa.; Brinkley, F. H., WILM Wilmington, Del.; Burell, Joseph C., WMBS Uniontown, Pa.

C

Chafey, Clifford M., WEEU Reading, Pa.; Clipp, Roger W., WFIL-TV Philadelphia; Coleman, George D., WGBI Scranton, Pa.; Cosse, Clayton J., McGillvra Inc., New York; Cox, James L., BMI, New York.

D

David, Saul, WRZE York, Pa.; Davidson, William, ABC New York; Dettrick, F. Lee, WBPZ Lock Haven, Pa.; Diehm, Victor C., WAZL Hazleton, Pa.; Doherty, Richard P., NAB; Donato, Nat. V., MacGregor, New York; Downing, G. Ross, UP, Pittsburgh; Dreher, Robert L., WGAL Lancaster, Pa.; Driscoll, J. Wylie, WCVI Connellsville, Pa.; Dunlavey, Mary, Pedlar & Ryan, New York; Du Vall, Charles, WJPA Washington, Pa.

E

Eells, Bruce G., B. Eells & Assoc., Hollywood, Calif.; Engelke, C. B., UP, Washington; Etter, Lester P., WLBR Lebanon, Pa.

F

Fair, Harold, NAB; Feltis, Hugh, BMB, New York; Fichthorn, Richard G., WHUM Reading, Pa.; Foster, John P., WJAC Johnstown, Pa.; Frank, Paul, Weed & Co.; Friedenberg, Harry A., Friedenberg Agency, New York; Fullerton, Max, AP, Baltimore.

G

Gaul, Raymond A., WRAW Reading, Pa.; Gulick, Robert J., WGAL Lancaster, Pa.; Geise, Julius C. Jr., WFIL Philadelphia; Gibbons, Jack, WAMS Wilmington, Del.; Gilley, Raymond T., Marfree Adv., New York; Glenn, Norman R., Sponsor Magazine, New York; Goldsborough, Murray L. WNOW York, Pa.; Graham, Art, WKST New Castle, Pa.; Gray, Gordon, WIP Philadelphia; Greenland, Cliff, A.P.S., New York; Gregory, S. D., Campbell Soup, Camden N. J.

H

Hardy, William E., WFMO Frederick, Md.; Heikes, John, WCMB Lemoyne, Pa.; Heller, C. B., WJPA Washington, Pa.; Higgins, Hugh M. P., NAB; Hoefler, Donald G., WRZE York, Pa.; Holden, J. J., WRZE York, Pa.; Hooper, Jack, WHGB Harrisburg, Pa.; Howett, Irv, WRAW Reading, Pa.; Hager, Kolin, SESAC, New York; Hanssen, John F., WCRO Johnstown, Pa.; Harlow, R. L., BMI, New York; Horton, Herbert K., WFIL-TV Philadelphia; Howard, R. V., NAB; Holland, Wm. J., Holland Adv. Agency, Cincinnati; Helwig, Charles G., WHOL Allentown, Pa.; Hunter, Armand L., WFIL Philadelphia.

J

Joy, George E., WRAK Williamsport, Pa.; Joy, Leslie, WDAS Philadelphia.

K

Kapner, Leonard, WCAE Pittsburgh; Karabin, John E., WESA Charleroi, Pa.; Keller, Bob, R. S. Keller Inc., New York; Kelly, Leon, WRAK Williamsport, Pa.

L

Langlois, Cy, Lang-Worth, New York; Langlois, John, Lang-Worth, New York; Laughlin, Milton WHWL Nanticoke, Pa.; Lown, Bert, A.P.S., New York.

M

Mackey, J. Wright, WRAK Williamsport, Pa.; Magee, Robert G., WHUM Reading, Pa.; Mathiot, J. E., WGAL Lancaster, Pa.; McClay, John L., WPEN Philadelphia; McCollough, Clair R., WGAL Lancaster, Pa.; McCracken, Arthur WGPA Bethlehem, Pa.; McGillvra, Joseph H., McGillvra Inc., New York; McNaughton, Neal, NAB; Milbourne, L. Waters, WCAO Baltimore; Miller, Harold E., WORK York, Pa.; Miller, Judge Justin, NAB; Miller, Walter O., WGAL Lancaster, Pa.; Minton, Ralph, WIP Philadelphia; Moss, G. G., WLTR Bloomsburg, Pa.; Munnell, Low, WHGB Harrisburg, Pa.; Muros, Ben, WWSW Pittsburgh; Murray, Louis, WPAM Pottsville, Pa.

O

Obrist, Edw. C., WPEN Philadelphia.

P

Parker, Ralph, WMRF Lewistown, Pa.; Patrick, Edward J., WESA Charleroi, Pa.; Pattee, Lin, BMI, New York; Paul Sol, BROADCASTING; Petrie, Charles R., WISL Shamokin, Pa.; Phillips, Samuel Jr., WARK Hagerstown, Md.; Phillips, Stewart W., WARK Hagerstown, Md.; Poller, Lou, WPWA Chester, Pa.; Potter, A. David Jr., WNAE Warren, Pa.

Q

Quirk, James T., WFIL Philadelphia.

R

Reilly, Phillip J., WLBR Lebanon, Pa.; Rodenhouser, Paul, WGAL Lancaster, Pa.; Rosenberg, Manuel, Advertiser, New York; Rothensie, Walter J., WSBA York, Pa.

S

Scheuer, John D. Jr., WFIL Philadelphia; Schratt, Jos. J., WFIL Philadelphia; Sherwood, Alex, Standard Radio; Siegel, A. Boyd, WJPA Washington, Pa.; Shepard, Edgar T. Jr., WCMB Lemoyne, Pa.; Skinnell, Julian F., WLBR Lebanon, Pa.; Smith, Ed. K., WCMB Lemoyne, Pa.; Smith, Frank R., WBVP Beaver Falls, Pa.; Smith, Houser R.,WKOK Sunburg, Pa.; Smith, Stan, New York; Smith, Wilbur, WNOW York, Pa.; Snyder, Jack, WFBM Altoona, Pa.; Snyder, Joseph, AP, Philadelphia; Sparnon, Ken, BMI, New York; Stearns, Frank M., AP, Washington; Stowman, K. W., WFIL Philadelphia; Strine, Le Roy, WORK York, Pa.; Surrick, John E., WFIL Philadelphia; Sutherland, George T., WAMS Wilmington, Del.

T

Tallcott, Jack, SESAC, New York; Thompson, Roy F., WRTA Altoona, Pa.; Traugh, Henry, WKBO Harrisburg, Pa.; Trautfelter, J. H. L., WFBR Baltimore.

W & Y

Walsh, J. Gorman, WDEL Wilmington, Del.; Weis, Pierre, Lang-Worth, New York; Windmuller, Lewis, WHOL Allentown, Pa.; Williams, Dave R., Standard Radio; Williams, Lowell, WNOW York, Pa.; Wilson, Thomas W., Washington.

Young, William E., Capitol, Hollywood, Calif.

Technical

PAUL EMRICH, engineer of KMYR Denver, for past four years, has been named chief engineer of KYOU Greeley, Col., new station to begin operating sometime this month. He is succeeded on KMYR engineering staff by JAMES JOHNSTON.

GENERAL ELECTRIC Co., Schenectady, has announced that three new voltage stabilizer units have been added to its standard automatic voltage stabilizer line. New units are 115-volt, 60-cycle designs in 15, 25 and 50 va ratings. They provide steady output of 115 volts and input voltages ranging fom 95 to 130 volts.

KFYO Plea Looms As Duopoly Test

A COURT TEST of FCC's duopoly rule and of the Commission's avowed preference for non-newspaper applicants loomed as a possibility in a notice of appeal filed last week by KFYO Lubbock, Tex., in the U. S. Court of Appeals for District of Columbia.

Though these points appeared to be subordinate to other grounds cited in the appeal, the station made clear that it felt the Commission was guilty of "denial of equal protection of the law" when it denied KFYO's application "on the ground of newspaper ownership and overlapping of broadcast service with another station owned by [KFYO]."

The appeal is from FCC's decision granting the application of Lubbock County Broadcasting Co. (KVLU Lubbock) for 790 kc with 1 kw and denying KFYO's for the same frequency with 5 kw in lieu of its present 1340 kc with 250 w [BROADCASTING, July 7, 1947]. The Commission reaffirmed the decision a few weeks ago when it denied a petition for reconsideration and also refused to permit Lubbock County to amend its application to show a merger [BROADCASTING, July 19].

Among the grounds cited by KFYO as basis for its appeal were: (1) Lubbock County's program plans cannot be put into effect becuse they were based on use of Mutual programs, and Mutual has now signed with another station; (2) KFYO was the only applicant to apply for 5 kw daytime power, which FCC found to be the power which "can and should" be used; (3) FCC's grant to Lubbock County on condition that it take 5 instead of 1 kw involves in effect an amendment of the application after the decision was issued, which violates FCC's rules.

KFYO is licensed to Plains Radio Co., which is also the licensee of KGNC Amarillo and which is controlled by the publisher of the Amarillo *Globe* and *News* and the Lubbock *Avalanche* and *Journal*. The notice of appeal was filed by Clair L. Stout of Dow Lohnes & Albertson.

WORLD and CAPITOL LIBRARIES
WJZM
FULL-LEASED ASSOCIATED PRESS NEWS SERVICE

RADIO HOMES SERVED	27,400
CLARKSVILLE POPULATION	18,200
POPULATION IN AREA COVERED	175,766
ANNUAL RETAIL SALES	*$55,262,000
EFFECTIVE BUYING INCOME	*$84,571,250

* Based on Sales Management Magazine "Survey of Buying Power" May 10, 1947

CONLAN SURVEY PROVES
40.4% MORNING—49.4% AFTERNOON—28.8% EVENING
Write for your Complete copy of Conlan Survey

MUTUAL BROADCASTING SYSTEM
WJZM
CLARKSVILLE, TENN.

FCC Actions

(Continued from page 91)

Decisions Cont.:

mission has scheduled oral argument for Oct. 11 on proposed rules, issued Feb. 20 which would require main studios of AM and FM stations to be located in cities and states wherein such stations are licensed.

Call Assignment

Central Bcstg. Co. Davenport, Iowa—Granted request to assign call letters WOC-TV to its new television station at Davenport. Letters WOC are used in calls of Tri-City Bcstg. Co. AM and FM stations in same city. Central Bcstg. Co. has controlling interest in Tri-City.

Assignment of CP

KNGS Hanford, Calif.—Granted consent to voluntary assignment of CP of station KNGS from W. Keith Topping and Stanley S. Beaubaire (equal partnership) to Stanley S. Beaubaire and Samuel M. Beaubaire (partnership in which Stanley S. Beaubaire will have 75% and Samuel M. 25% interest); Topping to sell his 50% interest for $47,130.

Transfer of Control

WSGC Elberton, Ga.—Granted consent to voluntary transfer of control of Elberton Bcstg. Co. by sale of 50% of outstanding stock from Harry G. Thornton to Gradus T. Christian (already 50% stockholder) for $7,750.

License Renewal

WGOV Valdosta, Ga.—Granted renewal of license for period ending Feb. 1, 1951.

Hearing Designated

Riverside Bcstrs. Riverside, and Airtone Co. Santa Ana, Calif.—Designated for consolidated hearing application of Riverside Bcstrs. for new station at Riverside, Calif. 860 kc 250 w D and Airtone Co. for new station at Santa Ana 850 kc 250 w D in consolidated proceeding with applications of Orange County Bcstg. Co., Santa Ana, and KWKW Pasadena, Calif. Further ordered that if, as result of consolidated hearing, it appears that, were it not for issues pending in hearing regarding daytime skywave transmissions and Commission's policy pertaining thereto announced May 8, 1947, public interest would be best served by grant of one of above-entitled applications other than that of Riverside Bcstrs, then such application will be returned to pending file until after conclusion of said hearing regarding daytime skywave transmissions.

AM—1570 kc

Land O'Corn Bcstg. Co. Webster City, Iowa—Granted CP new station 1570 kc 250 w D; estimated cost $23,788.

Hearing Designated

Harrisonburg Bcstg. Co., Harrisonburg, and James Madison Bcstg. Corp. Orange, Va.—Designated for consolidated hearing applications of Harrisonburg Bcstg. Co. and James Madison Bcstg. Corp. for new stations 1340 kc 250 w unl. at Harrisonburg and Orange Va., respectively.

AM—1240 kc

East Kentucky Bcstg. Co. Pikeville, Ky.—Adopted order granting petition for reconsideration, removal from hearing, and grant application for new station 1240 kc 250 w unl.; said grant is subject to filing, within 60 days, of application for mod. CP specifying trans. site and ant. system meeting requirements of standards; estimated cost $16,800.

AM—1540 kc

Sarasota Bcstg. Co. Sarasota, Fla.—Granted CP new station 1540 kc 1 kw D; estimated cost $15,499; engineering cond.

AM—930 kc

Center Bcstg. Co. Center, Tex.—Granted CP new station 930 kc 1 kw D; estimated cost $19,300; engineering cond.

AM—1460 kc

Carmi Bcstg. Co. Carmi, Ill.—Granted CP new station 1460 kc 1 kw D; estimated cost $43 961.

AM—1540 kc

Voice of Little Rhody Newport, R. I.—Granted CP new station 1540 kc 1 kw D; estimated cost $21,485.

AM—1370 kc

Fairmont Bcstg. Co. Fairmont, Minn.—Granted CP new station 1370 kc 1 kw unl. DA; estimated cost $34,812.

Modification of CP

WWSW Pittsburgh—Granted mod. CP to change power from 2.5 kw-N, 5 kw-LS, to 5 kw-DN, change type trans. and make change in DA, operating on 970 kc.

CP Reinstated

El Dorado Bcstg. Co. El Dorado, Kan.—Granted reinstatement of CP which authorized new station 1360 kc 1 kw D.

Extension of Permit

Mutual Bcstg. System Inc. Chicago—Granted extension of permit to use studios and apparatus for production of programs for transmission to certain Canadian stations for broadcast purposes.

License for CP

WCKZ Alton, Ill.—Granted license for new station 1570 kc 1 kw D.

August 4 Applications . . .

ACCEPTED FOR FILING

License for CP

KOY Phoenix, Ariz.—License to cover CP increase power etc.

Assignment of CP

WIVY Jacksonville, Fla.—Voluntary assignment of CP from Frank L. Denton and L. Frank Jones, partnership d/b as Denton & Jones Bcstrs. to WIVY Inc.

Modification of CP

WATL Atlanta, Ga.—Mod. CP change frequency, increase power etc. for extension of completion date.

AM—1380 kc

KLIX Twin Falls, Ida.—CP change frequency from 1340 to 1380 kc, increase power from 250 w to 1 kw, install DA-N. Contingent upon KIDO and KBIO being granted change of facilities.

Acquisition of Control

WTHI Terre Haute, Ind.—Voluntary acquisition of control of licensee corporation from Frank E. McKinney, Robert H. Hinckley, Frank M. McHale, Chester L. Robinson and David M. Lewis to Anton Hulman Jr.

Disc Jockey Battle

NEW hour-long program, *The Battle of the Disc Jockeys*, has been started on WING Dayton, Ohio. The two participants are "Lonesome Gal," presenting the sweet, sentimental music, and Gene Barry, an advocate of swing and variety in his records. Each contestant has 15 minutes, in alternating segments. In the first four days, station reports it has received 976 pieces of mail containing votes to decide the winner in the "battle." Lead-off spot is alternated every other day. The participants both have their own shows on WING.

Modification of CP

WWEZ New Orleans, La.—Mod. CP change hours etc. for extension of completion date.

License for CP

KFVS Cape Girarddeau, Mo.—License to cover CP which authorized change frequency, increase power etc.

AM—1480 kc

KGCX Sidney, Mont.—CP increase power from 1 kw DN to 5 kw DN, install DA-DN Amended to change power from 5 kw to 1 kw-N 5 kw-D without DA.

FM—91.5 mc

WPTL Providence, R. I.—CP to change ERP from 2.5 kw to 2,880 w and make changes in ant. system.

License Renewal

Application for renewal of FM broadcast license filed by: WBNB Beloit, Wis., and WJPG-FM Green Bay, Wis.

TENDERED FOR FILING

TV—60-66 mc

Orlando Daily Newspapers Inc. Orlando, Fla.—CP new commercial TV station Channel 3, 60-66 mc, ERP vis. 14.3 kw, aur, 7.45 kw.

TV—186-192 mc

Grandwood Bcstg. Co., Grand Rapids, Mich.—CP new commercial TV station Channel 9, 186-192 mc, ERP vis. 25.86 kw, aur. 20.7 kw.

TV—1270 kc

Assoc. Bcstg. Corp. New Bedford, Mass.—CP new standard station 1270 kw, 500 w D.

License for CP

WTSV Claremont, N. H.—License to cover CP new standard station.

Assignment of CP

KVER Albuquerque, N. M.—Voluntary assignment of CP and license from Intermountain Bcstg. Co. to Westernair Inc.

KSEM Moses Lake, Wash.—Voluntary assignment of CP from Edward J. Jansen, Jessica L. Longston, C. V. Zaser and L. Berneice Brownlow d/b as Columbia Basin Bcstrs, to KSEM Inc.

FM—107.3 mc

WKBW Inc. Buffalo, N. Y.—CP new FM station (Class B) on 107.3 mc Channel 297, ERP 16.2 kw and ant. height above average terrain 334 ft.

AM—630 kc

KXOK St. Louis—CP change from DA-DN to DA-N.

Assignment of License

WGWR Asheboro, N. C.—Consent to assignment of license to Asheboro Bcstg. Co. Inc.

KOCO West Salem, Ore.—Consent to assignment of license to B. Loring Schmidt.

APPLICATION DISMISSED

Transfer of Control

KGIL San Fernando, Calif.—Voluntary transfer of control of licensee corporation from Helen Ruth Allen, executrix of estate of C. P. M. Allen (deceased), to J. G. Paltridge. DISMISSED July 26.

TV—60-66 mc

Columbus Bcstg. Co. Columbus, Ga.—CP new commercial television station Channel 3, 60-66 mc, ERP Vis. 1.734 kw, aur. 867 kw Unl. DISMISSED Aug. 2.

(Continued on page 97)

Hon. Irving Tuteur
C. L. Miller Co.
333 N. Michigan
Chicago, Ill.

Dear Irv;

They're puttin' in blind landin' fa-cil-i-ties at Charleston's Kanawha Airport.

Now 50% of the planes, which has had to bypass the field in bad weather, will be able to land . . . Course, this is absolutely necessary fer Charleston's airport to have them facility things so as people kin' find it . . . Naturly, if'n you wuz speakin' o' WCHS—all you'd need is a radio—an' you kin find them 5000 watts at 580 almost anyplace in West Virginia.

Yrs in CBS.
Algy.

WCHS
Charleston W. Va.

A PAYING PROPOSITION

Ask the Katz Agency

CBS 560 kc

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Promotion

TYING in with helpful hints for motorists given on "Music Goes 'Round" show over WKBW Buffalo, station is offering complimentary booklet titled "Let's Drive Out For Dinner." Booklet serves double purpose both as promotional piece and as informative edition for listening audience. It contains data on 15 eating places in Buffalo and vicinity. With each suggestion for dining is a small street map giving directions to each restaurant.

Pens for Comments

DISAPPROVAL as well as approval of recently started "Just Bing" program will bring KMGM Los Angeles' ambitious listeners a shiny new Evanette Ball Point pen. Station is running spot campaign to test mail pull, and invites listeners to tell whether or not they like the program. Writers will be awarded pens for limited time.

KMOX Field Day

REMAKING a 197-acre farm in one day is goal set for second annual Field Day to be held Sept. 11 under co-sponsorship of KMOX St. Louis and St. Louis regional chapter of Friends of the Land, non-profit society for conservation of soil. As conservation education, project will stress construction of terraces showing proper method of making terrace outlets and building of concrete structures to control drainage. Contour plowing contest also will be held in which expert plowmen, representing many counties in Missouri and Illinois, selected through competitive events in local areas, will vie for cash prizes and trophies. Ted Mangner, KMOX farm director, will be overall chairman.

WBT Time

"WBT HAS a Good time . . ." says its latest promotion folder which features morning show, "What's Cookin'?" Cover of three-fold folder carries above inscription and drawing of grandfather clock. Inside folds continue inscription with: ". . . And Makes the Most of It." Lined-paper shows Hooperatings running from 0 to 12.0. On first fold is clock and two microphones. WBT mike, on which is sign reading "What's Cookin'?," reaches to 8.0. Second mike, titled "(You know which competing network show)," is short of 6.0 mark. On second fold, Kurt Webster, m.c., is mounted on top of clock and rating has increased to over 10.0. On third fold, drawing shows listeners lifting clock, mike and Mr. Webster above 12.0 mark, with second mike still at 6.0. Copy explains how WBT built its morning show and advises sponsors to "grab a share of 'What's Cookin'?' before it's all gone."

Nursery Thermometers

BOX containing attractive nursery thermometer has been sent to the trade by WIBW Topeka, to emphasize its sales effectiveness. Card to which thermometer is attached states: "Whether Your Product Is Young or Old, If You Want to Sell Kansas, Hire WIBW . . ." Reply card for ordering "extra thermometers and extra Kansas sales" is attached to lid of box.

Nature Conservation Contest

CONTEST to advance ideas and suggestions on conservation of beauties of nature, is underway by WLAW Lawrence, Mass. Contest is featured on "Rod and Gun" program and offers sports prizes for best letters submitted on subject. Since WLAW reaches New England area, contest will be in effect in that entire territory and results are expected to "restore and enlarge greater appreciation and greater preservation of natural beauties of New England."

FFA Recognition

FOURTH annual Future Farmers of America banquet was held recently in Marion, Ohio, by WMRN that city, to honor FFA members of North Central Ohio who earned title of State Farmer in organization. Over 50 FFA boys attended banquet with speeches and recognition ceremonies broadcast over WMRN. Special recognition was accorded young girl who was first girl ever to be named American Homemaker in Future Homemakers of America organization. Projects that earned her this award included two radio programs on WMRN which she planned and participated in.

Key Item Day

SECOND anniversary of Key Item Plan, promotion - advertising - merchandising campaign of WKRC Cincinnati, was celebrated recently by the station with cooperation of more than 2,200 independent food and drug stores. Under Key Item Plan, which is permanent operation of station, stores display program and merchandising posters regarding products they carry which are promoted over WKRC. Stores also distribute "Key Notes," WKRC's listener-shopper publication. Key Item Day was promoted by full-page newspaper ads telling readers of discounts offered that day and prizes to be awarded.

'First Cover' Stamp

LETTERS mailed last Monday to the trade by WJJL Niagara Falls, N. Y., urges recipients, "if you hadn't noticed the envelope in which you received this letter scoop it out of the wastebasket pronto." Attraction of envelope is "First Cover" stamp commemorating a century of friendship between U. S. and Canada. Letter, signed by Robert F. Kliment, general manager, explains value of stamp since each is cancelled by "First Day of Issue." Mr. Kliment suggests that stamp be passed on to stamp-collector friend if recipient has no use for it. Attached to each letter is WJJL promotion sheet featuring "Melody Market" program.

Boosts Rival

TOUTING a rival station is news, and KMGM Hollywood, FM outlet, has been making it. Aiming to promote an FM listening audience first, William McCrystall, KMGM manager, has been running six spots daily calling attention to the Hollywood Bowl Orchestra airings via KNX-FM.

WLAW Thermometers

OUTDOOR thermometers have been distributed and installed at selected spots throughout listening area of WLAW Lawrence, Mass., by that station. Thermometers are three feet long, finished in white metal with blue lettering. At top are station's call letters and at bottom is station's slogan, "New England's Most Powerful Radio Station."

WBBM Promotes

BLUE PROMOTION folder has been distributed by WBBM Chicago, promoting fact that Chicago's four Bond Clothing Stores advertise on WBBM six nights a week. Cover of folder shows men and women climbing ladder to a WBBM cannon and then floating into air. White lettering on cover reads: "WBBM Makes Business Boom!" Inside spread continues to tell of Bond advertising on WBBM.

RADIO PROMOTION in action! That's Jimmy Dudley, sportscaster at WJW Cleveland, preparing to look over requests for his "Jimmy Dudley Scoring and Reference Book" for which listeners can, and obviously, do write to him. Mr. Dudley and Jack Graney handle broadcasts of Cleveland Indian games under sponsorship of Standard Brewing. Score book is published by sponsor and shows Mr. Dudley's diagrammed method of scoring ball games, pages for scoring games, and lucky numbers which win for holders portable radios. So far there have been 130,000 requests with more coming.

'Hillosophy' Contest

"HILLOSOPHY" contest was recently conducted by "Korn's-a-Krackin" show which originates at KWTO Springfield, Mo., and is heard coast-to-coast on MBS Sat. 9:00 p.m. Contestant writing winning entry to contest, which consisted of "150 words of corn-fed common sense regularly featured on program," received as his prize, a two-week $2,000 all-expenses-paid vacation for him and his family, in the Missouri and Arkansas Ozarks. Station arranged for winning family to be brought from their home to scene of their vacation and for them to appear on two of "Korn" Saturday night broadcasts.

KOA Farm Demonstration

PLANS are underway by KOA Denver for major regional agricultural event of the year, "Fitting a Farm for the Future," which takes place Sept. 28 and features KOA farm rebuilding demonstration. Work worth several thousands of dollars will completely remake the selected farm in six to eight hours that day. No formal program will be presented, as work will be in progress at different locations on farm but technicians will explain what is being accomplished. Demonstrations of all kinds and in every farming phase will be presented during the day.

Boosts Attendance

ALL STATIONS in Bakersfield—KERO KPMC KERN and KAFY—are tying in with preparation for Kern County Fair, Sept. 28-Oct. 3. By broadcasts of 12 quarter hours from Fair last year, radio is credited by management with increase in attendance from 93,000 in 1946 to 134,000 in 1947. According to Lee Clark, manager of the Kern Fair, latter figure is expected to be topped this year.

Promotion Personnel

ROBERT S. HOLCOMB has been appointed director of press information at KMOX St. Louis. He joined KMOX in 1942 as account executive.

DICK SCHMIDT, disc jockey and special events director, has been named promotion director of KMYR Denver.

RICHARD H. ROFFMAN, who recently entered public relations field at 12 E. 42nd St., New York, has been appointed special public relations and publicity consultant for WGYN-FM New York.

WYN RHYDWEN, formerly of Canadian Press, Halifax office, has joined Canadian Broadcasting Corp. at Halifax as press and information officer.

HARRY K. RENFRO, director of public relations for KXOK St. Louis, has been awarded certificate of appreciation from U. S. Marine Corps, Div. of Reserve for his "cooperation and assistance in fostering and promoting interest in the activities of the Marine Corps Reserve as an integal part of the National Defense Establishment."

PETER ROBECK, CBS Hollywood merchandising manager, is the father of a boy.

KRLD (FM) Dallas began duplicating all program service of KRLD on Aug. 1. Station reports this is bonus service to advertisers.

For News of All Radio

SUBSCRIBE NOW!

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my subscription to BROADCASTING and the 1949 YEARBOOK.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage

BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

FCC Actions

(Continued from page 91)

August 5 Decisions . . .

DOCKET CASE ACTIONS

WARL Case

Commission (Comrs. Coy, Jones and Hennock not participating) announced adoption of order denying petition filed by Northern Virginia Bcstrs. Inc., Arlington, Va., requesting Commission to vacate proceedings in "Show Cause" hearing on WARL on ground that question is moot since program "Dollars for Answers" has been cancelled by sponsor and discontinued by station. Hearing examiner's recommended report, holding that subject program violates Sec. 316 of Communications Act, is attached to Commission order.

Comission further ordered that Northern Virgina Bcstrs. Inc. (WARL) be afforded opportunity to file within 20 days brief containing any assignments of error or exceptions to hearing examiner's recommended report it may desire to submit and to request oral argument thereon before Commission en banc to show why findings and conclusions set out in hearing examiner's recommended report should not be adopted and issued by Commission in final report on above-entitled matter.

AM—1490 kc

Commission announced proposed decision looking toward grant of application of Jackson Bcstg. Co. for new standard station in Jackson, Tenn., 1490 kc 250 w unl.; cond.; and denial of applications of Hub City Bcstg. Co. and George Arthur Smith for same facilities. (Comrs. Jones and Hennock not participating; Comrs. Coy and Hyde dissenting.)

Commission also adopted memorandum opinion and order denying petition of George Arthur Smith to reconsider Commission action of Feb. 18 denying his motion to strike petition of Hub City Bcstg. Co. for rehearing, etc., and his motion to strike proposed findings of fact and conclusions filed by Hub City Bcstg. Co. (Comrs. Jones and Hennock not participating; Comr. Hyde dissenting.)

BY COMMISSION EN BANC

AM—730 kc

WIHL Hammond, La.— Granted application for reinstatement of CP which was deleted June 21 subsequent to expiration of time limit on its authorization for 730 kc 250 w D; denied STA to operate with persent ant. of WSLA Hammond, La.

Reduce Hours

WSUI Iowa City, Iowa—Granted request for permission to reduce operating hours from unl. to minimum of 6 hours daily from Aug. 5 to Sept. 20.

Hours Relinquished

KFJM Grand Forks, and KILO Grand Forks, N. D.—Granted requests of KFJM for permission to remain silent for period ending Sept. 30 and of KILO (which shares time with KFJM) to use time relinquished by KFJM.

Change in DA

WGOV Valdosta, Ga.—Adopted order granting application for mod. CP to make changes in DA and mount FM ant. on top of AM tower, subject to cond. that radiation in direction of WWJ Detroit shall not exceed 105 mv/m within bracket angle and 108 mv/m on ground. Dismissed petition of Evening News Assn. (WWJ) asking that above application of WGOV be designated for hearing.

AM—1150 kc

The Middlesex Bcstg. Co., Middletown, Conn.—Adopted order granting petition of Middlesex requesting reconsideration and grant without hearing of application, removed from hearing docket and granted said application for new station 1150 kc 500 w D; cond. Dismissed opposition filed by Greater New York Bcstg. Co. (WNEW), New York to above petition.

Argument Postponed

Commission, on own motion, ordered that oral argument in matter of amendment of Sec. 3.606 of Commission's rules and regulations (Dockets 8975 and 8736) scheduled Aug. 16, be continued to date subsequently to be announced and that time for filing briefs be extended to date subsequently to be announced.

August 5 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KXRJ The Valley Bcstrs, Russellville, Ark.—Voluntary assignment of license from Clyde R. Horne and Jerrell A. Shepherd, a partnership d/b as The Valley Bcstrs. to Valley Bcstrs. Inc.

License for CP

WHOM Jersey City, N. J.—License to cover CP increase power, etc.

Modification of License

KMAE McKinney, Tex.—Mod. license to increase power from 500 w to 1 kw (1600 kc).

Bartell Bcstg. Co., Madison, Wis.—CP new standard station 1130 kc 250 w D. AMENDED re officers, directors, and stockholders.

APPLICATION DISMISSED

Assignment of License

KSO Des Moines, Iowa—Voluntary assignment of CP and license from Murphy Bcstg. Co. to Tri-States Meredith Bcstg. Co.

Modification of CP

WMMI Marquette, Mich.—Mod. CP new standard station to change frequency from 970 to 1270 k., etc.

License for CP

WMMI Gordon H. Brozek, Marquette, Mich.—License to cover CP new standard station. DISMISSED July 31.

FM—99.1 mc

WHBS-FM Huntsville, Ala. — CP change ERP from 10 kw to 15.48 kw.

License for CP

WATL-FM Atlanta, Ga.—License to cover CP new FM station.

WOWO-FM Fort Wayne, Ind.—License to cover CP for changes in existing FM station.

Acquisition of Control

WTHI-FM Terre Haute, Ind.—Voluntary acquisition of control of permittee corporation from Frank E. McKinney, Robert H. Hinckley, Frank M. McHale, Chester L. Robinson and David M. Lewis to Anton Hulman Jr.

Modification of CP

KFAB-FM Lincoln, Nebr.—Mod. CP new FM station for extension of completion date.

WCAP-FM Asbury Park, N. J.—Same.

WAGE-FM Syracuse, N. Y.—Same.

WGBR-FM Goldsboro, N. C.—Same.

WESB-FM Bradford, Pa.—Mod. CP new FM station to change ERP from 2.8 kw to 10 kw, change type trans. and make changes in ant. system.

WPPA-FM Pottsville, Pa.—Mod. CP new FM station for extension of completion date.

WOSH-FM Oshkosh, Wis.—Same.

APPLICATION DISMISSED

FM—104.9 mc

Madisonville Bcstg. Co. Inc., Madisonville, Ky.—CP new FM station (Class A) on 104.9 mc, Channel 285, ERP 0.675 kw and ant. height above average terrain 381 ft.

AM STATION DELETED

WMMI Gordon H. Brozek, Radio Station WMMI, Marquette, Mich.—Authorization for 970 kc 1 kw D deleted and call letters cancelled.

Hearings Before FCC . . .

AUGUST 9

FM—Hearing

Beacon Bcstg. Co. Inc., Boston—For new FM facilities.

The Northern Corp., Boston—Same.

Boston Radio Co. Inc., Boston—Same.

Bunker Hill Bcstg. Co., Boston—Same.

To be held at Boston, in Court Room No. 4, 12th Floor, Post Office Bldg., 10 a.m.

AUGUST 10

Informal engineering conference to confer with industry on harmonic and spurious emissions from all types of radio transmitters on 10 kc to 30,000 mc.

To be held in Conference Room B, adjacent to Departmental Auditorium, 13th & Constitution Ave., N.W. 10 a.m.

AUGUST 11

KWTO Springfield, Mo.—CP 560 kc 5 kw unl DA-N.

Parties respondent: WIND Chicago; KFDM Beaumont, Tex., and KLZ Denver.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 5

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,730	325	---	594	319
FM STATIONS	174	746 [1]	101 [3]	83	40
TV STATIONS	7	110 [2]	---	298	102

[1] 398 are on air. [2] 25 are on air. [3] 22 are on air.

TELEVISION APPLICATIONS

Charleston, W. Va. — Charleston Broadcasting Co., Channel 13 (210-216 mc), effective radiated power 27.2 kw visual, 13.6 kw aural, antenna height above average terrain 582 ft.; estimated cost of construction $258,847, first year operating cost $84,000, revenue $36,000. Applicant is licensee WCHS Charleston and 48% owner WSAZ Huntington, W. Va. Filed Aug. 5.

Grand Rapids, Mich. — Grandwood Broadcasting Co., Channel 9 (186-192 mc), ERP 25.86 kw visual, 20.7 kw aural, antenna 486 ft.; estimated cost $264,181.50, first year cost unknown and revenue unknown. Applicant is licensee of WOOD Grand Rapids and is associated in ownership with WFBM Indianapolis. Filed Aug. 4.

Orlando, Fla. — Sunshine Television Corp., Channel 10 (192-198 mc), ERP 3.128 kw visual, 1.564 kw aural, antenna 240 ft.; estimated cost $67,500; first year cost $15,000. To be satellite station to firm's proposed TV outlet at St. Petersburg for which it holds construction permit on Channel 7 (174-180 mc). Sunshine Television is headed by Robert B. Guthrie, Allied Stores Corp. director and minor stockholder, president and 58%; and B. Earl Puckett, president of Allied Stores, vice president and 40% owner. Filed Aug. 5.

Tacoma, Wash. — Television Tacoma Inc., Channel 4 (66-72 mc), ERP 12 kw visual, 6 kw aural, antenna 291 ft.; estimated cost $136,900, first year cost unknown, revenue unknown. Applicant is owned 50% by Scripps Newspapers Inc., Seattle, part owner KNEW Seattle and KVNI Coeur d'Alene, Ida., and 50% owned by Tacoma Broadcasters Inc., licensee KTBI Tacoma. Filed Aug. 5.

STANDARD APPLICATIONS

Alamosa, Calif. — San Luis Valley Broadcasting Co., 1490 kc, 250 w, unlimited. Principals: Raymond F. Fletcher, publisher-president and 29% owner Courier Pub. Co., president and 13% owner; Dorothy Mae Fletcher, 20% owner Courier Pub. Co., secretary 13%; Margaret Alice Fletcher, high school teacher, treasurer 25%; Kay F. Barnes, 27% owner Courier Pub. Co. and 51% owner Elwood, Ind., "Call Leader," vice president 25%, and Mary E. Barnes, 24% owner Courier Pub. Co. and 49% owner Elwood "Call Leader," 24%. Filed July 30.

Freeport, Ill. — Freeport Journal-Standard Pub. Co., 1400 kc, 250 w fulltime. Applicant is permittee WFJS (FM) Freeport. Filed Aug. 2.

Lincoln, Ill. — Prairie Radio Corp., 1370 kc, 500 w, daytime. Principals: Ray F. Knochel, radio engineer, president and 38.28% owner; Dr. Lee N. Hamm, physician, vice president 3.828%; John Henry Deal, architect, secretary treasurer 9.56%, and John L. and Allyne V. Nugent, publisher-owners Lincoln "Evening Courier," 30.62%. Filed July 30.

New Bedford, Mass. — Associates Broadcasting Corp., 1270 kc, 500 w, daytime. Principals: Nicholas L. Scarpetti, auto dealer and auto financier, president and 51% owner; William J. O'Connor, 50% owner O'Connor Bros., concrete, sand and gravel firm, 20%; George A. LeBlanc, office manager, Scarpetti Investment Co., treasurer 10%; Lucien P. Briere, manager, Eastern Technical School, clerk, 5%; Hector J. Bobitaille, founder-director Campbell Secretarial School, 4%; Ernest E. Laverter, dry cleaning firm and real estate business, 4%; Normand Seguin 50% owner, Seguin and Caron Co., installation and repair of electrical appliances, 3%; and Eugene E. Caron, associated with Mr. Seguin, 3%. Filed Aug. 4.

Olathe, Kan.—Johnson County Broadcasting Co., 1590 kc, 500 w, daytime. Co-partners: Cecil C. Pember, owner Pember Clothing Store; Robert R. Osborne, banker; Ernest W. Miller, managing editor weekly "Olathe Mirror"; William J. Braddock, vice president in charge Midwest office, Kansas City Farmers Insurance Group; Paul Marcum, state agent for Farmers Insurance; Earl N. Garrett, AP sports writer. Filed July 30.

Victoria, Tex.—Victoria Broadcasting Co., 1410 kc, 500 w, daytime. Partners: Louis Thurmond Culp Krueger, 60% owner KULP El Campo, Tex., and auto dealer, 46%; Ross Bohannon, attorney, 15% owner KULP and 20% owner KHBR Hillsboro and KSTA Coleman, Tex., 5%; Rubin Freis, southern Texas theatre owner, 10%; R. E. Norton, KULP manager, 12%; and Truman L. Belcher, owner Victoria city bus line, 27%. Filed Aug. 2.

FM APPLICATIONS

Buffalo, N. Y.—WKBW Inc., Class B, Channel 297 (107.3 mc), effective radiated power 16.2 kw, antenna height above average terrain 334 ft. Applicant is licensee AM station WKBW there. Filed Aug. 4.

Lexington, N. C.—Davidson Broadcasting Co., Class A, Channel 232 (94.3 mc), ERP 0.398 kw. Applicant is licensee WBUY there. Filed Aug. 2.

Northfield, Minn.—St. Olaf College, Class B, Channel 251 (98.1 mc), ERP 60 kw and ant. 345 ft. College operates educational AM station WCAL there. Filed July 30.

Tarboro, N. C.—Coastal Plains Broadcasting Co. Inc., Class B, Channel 282 (104.3 mc), ERP 2.95 kw, ant. 296 ft. Applicant is permittee WCPS there. Filed July 30.

R.R. Group Scans 3 Network Offers

THE Assn. of American Railroads, through its agency, Benton & Bowles, New York, is contemplating offers from MBS, ABC and CBS for time for its program of musical-comedy adaptations starring Dick Haymes.

Representatives of the advertiser and the agency met last Monday in separate caucuses with Z. C. Barnes, vice president in charge of sales for MBS, then with Mark Woods, president of ABC, and Frank Stanton, president of CBS. It was understood that the client was most interested in the Monday night 8 p.m. period.

It was reported also that the association planned to sponsor the program for three-quarters of an hour during the winter season, cutting down to a half hour during the summer months. The cost for time and talent is estimated at $1,000,200 on a 52-week basis.

It was said that the agency had recommended the Monday, 8-8:45 p.m. period but at BROADCASTING's deadline no decision by the advertiser had been made.

WPTR, Owned by Theatre Chain, Starts in Albany

INITIAL program of WPTR, new station at Albany, N. Y., was presented Aug. 6. The hour-long show, beginning at 8 p.m., originated in Albany's Hotel Ten Eyck.

WPTR is on 1540 kc with 10 kw unlimited. It is licensed to the Patroon Broadcasting Co. Inc. and owned by Schine Chain Theatres.

At Deadline ...

DIST. 2 WANTS POLITICOS TO STATE FREE RADIO VIEWS

NAB is asked to urge candidates for political office to state publicly how they feel about the question of free radio in a resolution adopted at closing sessions of NAB District 2 meeting at Rochester, N. Y. (see story page 26). More than 100 delegates voted adoption of resolution, introduced by Arthur Hull Hayes, WCBS New York.

In other resolutions, District 2 members endorsed All-Radio Presentation, encouraged continued support of Broadcast Measurement Bureau and Broadcast Music Inc., called upon Census Bureau to include set ownership question in its decennial study and praised Justin Miller NAB president for his leadership.

Closed Circuit

(*Continued from page 4*)

Jr., will be No. 1 man at NBC. He takes over top slot for first time since elevation to executive vice presidency last month. President Niles Trammell left last Friday for three week vacation in Canada.

PLANS of Ed Craney, managing director of Pacific Northwest Broadcasters and militant leader of independents, to set up new association of regional broadcasters, being watched with interest. Several weeks ago he sent letters to independently-owned stations asking reactions. Presumably, organization would become operative primarily in fight against retention of clear channels or boosting of power.

WHITEHALL PHARMACAL CO., New York, through its agency, Dancer-Fitzgerald-Sample, has bought Sunday 7-7:20 p.m. time on WNBT New York video station with possible plans to extend into full half hour. Currently 7:20-7:30 p.m. news reviews period is sponsored by Disney Hats. Details of show and format for Whitehall will be revealed early next week.

NBC, which has used Horace Schwerin system to test audience acceptance of all summer replacements and house-built shows on AM network in past several months is experimenting with application of Schwerin system to television. No results expected for several months.

JOHN MASTERSON, manager of ABC *Breakfast in Hollywood*, has resigned after seven years, to devote time to other activities, but retains program ownership. He is executive of Video Broadcasting Co., licensee of KTUV Portland, Ore., projected television station and applicant for stations in San Jose and Seattle. Currently in New York in quest of m.c. for *Breakfast in Hollywood*. Also head of Masterson, Reddy & Nelson Hollywood, package owners of ABC *Bride & Groom*.

WCFL, Chicago Federation of Labor station, dickering for professional football and hockey games to supplement its stepped-up fall sports schedule which will be highlighted by Notre Dame games, purchased three weeks ago.

NBC 'WELCOMES' PROPOSED RULING ON GIVEAWAYS

MIXED REACTIONS reported in various network headquarters to FCC proposed rule on giveaway shows (see story page 21). Most reserved official comment pending further study of proposal.

NBC, however, said it "welcomes the action of the FCC in proposing definite standards for the determination of the legality of 'giveaway' programs," and will accept no additional programs of type questioned until law is clarified. Mutual said little of its programming would be affected by such rules.

CBS reserved comment. Theodore C. Streibert, president of WOR New York, condemned rash of giveaways on air and said WOR "welcomes a clarification and interpretation of the law related to lotteries."

An ABC spokesman said late Friday that the rule would be studied and that ABC counsel was examining contests being broadcast on ABC and was in full accord with provisions of Communications Act. ABC has more of these shows than any other network.

MILLER NAMES COMMITTEE TO STUDY TELEVISION

INCREASING ACTIVITY of NAB in television field reflected in Friday announcement that seven-man committee of NAB Board had been named by President Justin Miller to extend work of board committees into video art.

To hold first meeting Friday at Palmer House in Chicago, advisory group composed of:

Harry Bannister, WWJ Detroit; T. A. M. Craven, WOL Washington; G. Richard Shafto, WIS Columbia, S. C.; Robert Enoch, KTOK Oklahoma City; Michael Hanna, WHCU Ithaca; Clair McCullough, WGAL Lancaster; Calvin J. Smith, KFAC Los Angeles.

Friday session comes two days after Chicago meeting of NAB television-broadcaster members to discuss further NAB work in this field with President Miller.

RDG CONSIDERS TV

RADIO Directors Guild at second annual meeting in Hollywood Friday considered television strategy, freelance recognition, agency recognition, and cost of living increases for staff men, with confusion over standing of AM directors in TV.

FM HELPS AM

IT HAS BEEN whispered that AM is keeping FM, but down Winston-Salem way it turned 'tuther way round. Southern Bell Telephone repair crew accidently sliced through main cable carrying NBC circuit to WSJS there and line went dead seven hours. But FM saved the day as WMIT (FM) Mt. Mitchell rebroadcast NBC programs from WFBC-FM Greenville, S. C., and WKPT-FM Kingsport, Tenn. WMIT was picked up by WSJS-FM and show went on as usual.

PORT HURON

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casters required advance texts and scripts f political broadcasts, emphasizing this w essential to timing and other operations.

"The opinion on 315 (Section)," Comr. Co declared, "was not a rule or regulation the Commission." It merely represented a interpretation of the law, the FCC chairm stated. He suggested Commission attitude WGOV Valdosta (story page 71) and WHL Port Huron cases would be safe guide f broadcasters because "we did not find th were doing any less than they could in vie of conflict with state libel laws."

Rep. Harness recalled Comr. Coy from hom where he was confined with throat infectio so "we could resolve this dilemma at lea until the courts or Congress could act on at the next session. He felt Texas decision (s story pg. 25) might alter opinion of Co mission.

Chairman Coy sounded warning: "When broadcaster uses a public frequency to a vantage of a particular candidate or par he is apt to have very serious trouble."

In press statement Chairman Harness sa his committee had received assurances fro Comr. Coy that licensees need have no fe of revocation of licenses if they use comm sense in deletion of defamatory, libelous slanderous statements from political broa casts.

Some observers felt Committee statem was too liberal in view of Comr. Coy's e pressed views. Chairman and his gener counsel, however, declined to comment.

Mr. Petty testified that "before Sec. 3 comes into operation you must have a politic candidate who has used station facilities This he said was not true in Port Huron ca which he called "an absurd decision."

Louis G. Caldwell, Washington attorney a pearing for MBS, said network offered t remedies: (1) allow broadcasters to cens all speeches for defamation; (2) prohib broadcasters from censoring and also relie them of liability.

Speaking for himself, Mr. Caldwell sa "this unfortunately, is not the first time FC had attempted to establish legal precedent."

Chairman Harness assured Mr. Caldwe that he, also, wanted FCC to have minimu of regulatory power.

Joseph McDonald, ABC vice president a general attorney, thought broadcasters shou not be held liable for slanderous material political broadcasts. He agreed with Committ Counsel Frank T. Bow that Port Huron de sion might encourage crackpots and radica to demand time in which to slander and lib persons.

Gustav B. Margraf, NBC vice president a general attorney, recommended enactment Sec. 14 of S-1333 to ensure that station license are protected against liability. He said decisi had not affected operations of NBC, which "h been operating over 20 years and has probabl had 19,000 or 20,000 broadcasts and I c say we haven't, as yet, found ourselves in serious situation."

PHONE WORKERS' NEW DEMAND

NEW WAGE DEMANDS will be made eight Bell Telephone companies Aug. 16 Communications Workers of America, Josep Beirne, president of union, told newsmen Fr day. Mr. Beirne, who estimated union's co tracts with Bell cover 87,000 telephone wor ers, said no "specific dollars-and-cents d mands" have been worked out, but warne that if no agreement is reached on high wages union would be free to strike Oct. 1

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